



# Consulting Practicum

# Gawad Kalinga Volunteer Management Program

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## EXECUTIVE SUMMARY

The consulted organization, Gawad Kalinga (GK), is a poverty elimination NGO based in the Philippines. It has grown tremendously over the years and is attracting more and more volunteers both domestically and internationally. As it grows, there is an increasing need to coordinate and manage its volunteers, especially international volunteers as they require more administrative and logistic efforts.

The consulting practicum team has spent the past nine months with GK studying and giving recommendations to enhance the existing volunteer management system. Through the immersion trip and interviews with volunteers and coordinators of GK, our team managed to identify shortcomings of the current system and subsequently work to design a system that best address these issues.

From the situational analysis and problems identified, our team proposed a centralized database called GK Volunteer Integrated Platform (GKVIP) with the aim of addressing the problems of communication, documentation, recruitment and retention. The idea was well received during a conference call with the GK management committee from the National Office in Philippines, International Coordinators from United States and Singapore on September 11, 2009. However, financial and human resource constraint hindered the full scale GKVIP from being implemented immediately within a short period of time.

Nonetheless, our team pressed on to pursue a pilot study within those constraints to test out the usefulness of the idea on GKVIP and provide a short term solution for the international coordinator. Hence, we developed a prototype with the basic and essential

features for the purpose of such evaluation. The evaluation was done through surveys and focus group study with students that have gone on immersion trip to the Philippines with GK, and most importantly, through an interview the international coordinator himself. They provided useful feedback for improvement of the prototype as well as valuable inputs for the full scale GKVIP.

An additional aspect of our team's recommendation is the proposal of a student club in NUS, known as GK-NUS. This is an attempt to address GK's concern about the disengagement of international volunteers upon return to their home countries. GK-NUS is conceived as a platform that could build on the enthusiasm of past volunteers to GK and poverty eradication movement in general, and also to enable more students to have the opportunity to be exposed to volunteerism.

The report also contains detailed analysis of GK as well as the implementation process for the respective recommendations. It entails many challenges, especially with regards to vendor and project management in IT area where we have limited technical expertise.

The consulting team believes that this practicum has helped expose the team to the difficulty and multi-faceted challenges of real-world setting. Moreover, the opportunity to be in close proximity to poverty remains a deeply touching experience. It is our sincere hope that the current prototype would be a viable short term solution for GK and it would eventually lead to the implementation of the full scale GK-VIP in the near future.

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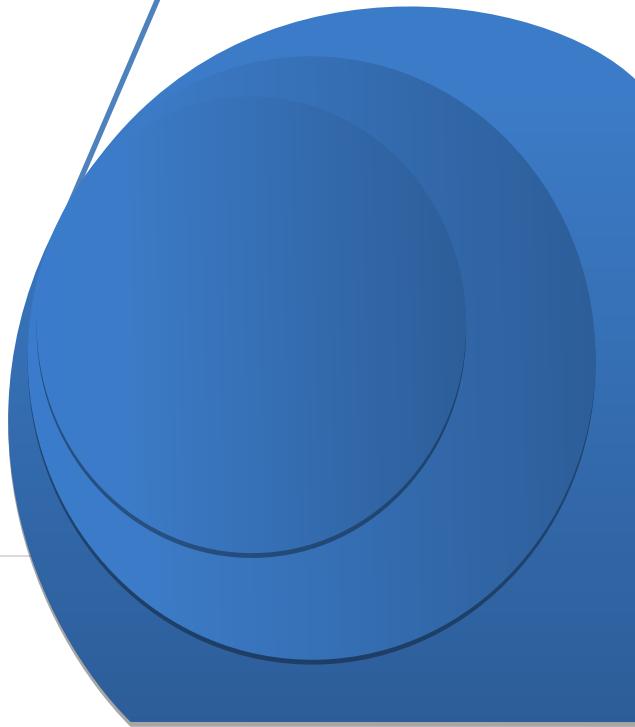
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# PART ONE

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## INTRODUCTION TO CONSULTING PRACTICUM



## **CHAPTER 1: INTRODUCTION TO CONSULTING PRACTICUM**

### **1.1 Consulting Practicum and Social Entrepreneurship**

Consulting Practicum (CP) is an Honours Year Project for Business School undergraduate that aims to assimilate the relevance of classroom frameworks together with a hands-on working experience as external consultants to the company. This integrative module enables students to apply the concepts and theories learnt in school to real life context. It is an amalgamation of industrial attachment and academic exercise as the students need to take strategic approach to dealing with real work issues. During the two semesters working on the CP project, our team went through the stages of planning, assessment and research, and ultimately recommendations and execution so as to help improve some process or area in the company.

While consultancy classes in school have traditionally found more applications in the business world, we believe that our acquired business knowledge can also apply to Non-Government Organizations (NGO). Furthermore, it would be extra gratifying if the improvements we make enable the NGO to serve the society better.

Our CP team consists of five Honours Year students with Finance specialization. We embarked on this CP that focuses on social entrepreneurship under the guidance of Associate Professor Albert Teo, the Head of University Scholar Program.

## **1.2 Motivation to work with Gawad Kalinga (GK)**

It was through Professor Albert Teo, who is the NUS champion in social entrepreneurship and Founder of Centre for Social Entrepreneurship and Philanthropy (CSEP) and his vast experience and passion in NGO that inspired us to pursue our consulting practicum with an NGO. He was keen to introduce to us Gawad Kalinga (GK), an NGO based in the Philippines and its work through a sustainable poverty eradication model. Professor Albert Teo has previously been to the Philippines as part of his endeavor in social entrepreneurship. Therefore, he advised us to embark on the journey with GK and learn more about the organization and give consultation on their prevailing issues.

Our team subsequently met up with Tito<sup>1</sup>Tony Meloto, the founder and Father of Gawad Kalinga and Ms. Aileen Ong, the Board Director of GK Hope Initiatives (GKHi), the GK's hub in Singapore. Both Tito Tony and Ms. Aileen shared their stories about how they began their journeys with Gawad Kalinga and how it had tremendously changed their lives. Their selfless devotion and dedication to eradicate poverty by going down to the roots were very inspiring, which made us keen to undertake our consulting practicum with GK.

Furthermore, with the rising awareness of social responsibility among corporations, it becomes imperative that we, as final year students who would enter into the corporations in the near future, should step up and contribute to our society. Coupled with some

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<sup>1</sup> In Tagalog, Tito is a title used to address uncle

understanding of third world communities as well as the notion of poverty rooting back from our countries of origin, our team was convinced that this practicum with Gawad Kalinga was the right project for us. We were thrilled with the prospect of partaking in the project that would make a positive impact on the society at large.

### **1.3 Scope of Project**

In our second meeting with the International Volunteer Coordinator of Gawad Kalinga, Mr. Paolo Domondon, we were briefed on the individual projects that were needed in Gawad Kalinga.

We chose to adopt a project about international volunteer management because we believe that for GK to sustain, it would be paramount to ensure a steady pool of volunteers who will continuously be inspired to support GK. Moreover, as GK continues to gain prominence internationally, there would be a surge in international volunteers contributing to and involving in GK. This is foreseen to lead to logistic and administration challenges. Hence, our team strives to study the current practices of Gawad Kalinga in managing this pool of volunteers with the aim of enhancing GK's volunteer management system.

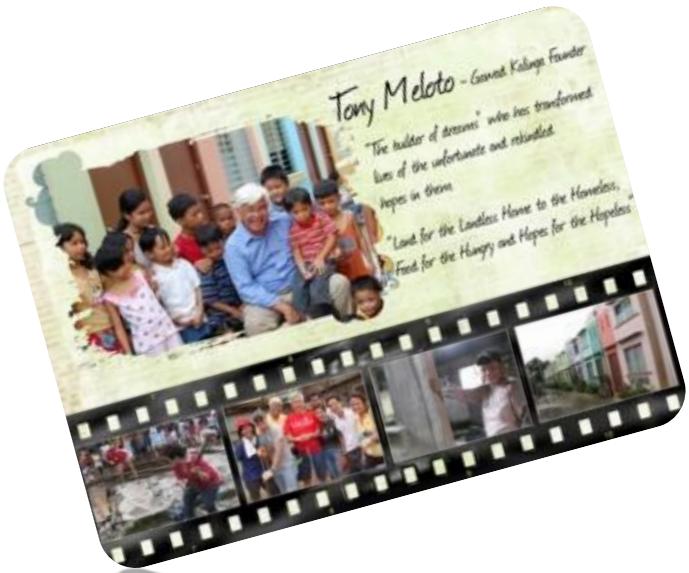
## **1.4 Inherent Challenges of the Practicum**

Due to the fact that Gawad Kalinga (GK) is based in the Philippines, this consulting practicum faces some inherent communication and data collection problems with the consulted organization.

Firstly, the geographical distance would severely limit the interaction and communication with GK. It is foreseeable that approval and important decision making would not be as prompt as desired. This calls for very detailed planning on key deliverable dates in order to compensate for infrequent contact hours.

Secondly, the geographical distance would, to some extent, limit the ability to collect data. This means that our immersion trip in August 2009 was the main opportunity to collect necessary data to study their existing volunteer management system on ground level. It may be more challenging to gather additional data during the course of the project as the GK coordinator, Mr. Paolo Domondon, is our only GK contact in Singapore.

Thirdly, our team would also face challenges at the execution stage as the plans can only be implemented mainly in Singapore. Nonetheless, we believe that many of these challenges can be mitigated by working closely with the International Coordinator based in Singapore and keeping in touch with GK staff as well as volunteers in the Philippines.



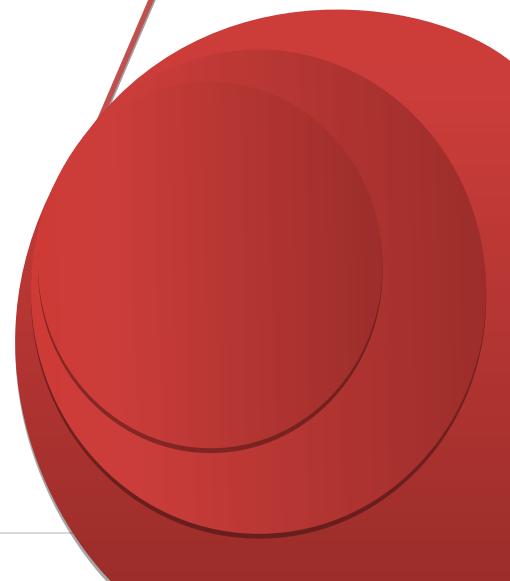
Aren't these kids just like *your* brothers, your sisters?  
Don't they deserve to have enough food to eat, a safe  
place to live in and a chance to go to school like  
other children...?



# PART TWO

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## INTRODUCTION TO GAWAD KALINGA AND SITUATIONAL ANALYSIS



## CHAPTER 2: A STUDY ON GAWAD KALINGA

### 2.1 Gawad Kalinga (GK): The Beginnings

In the Philippines, though a land-rich nation, squatters are a major issue. With 30% of the population in the Philippines living below the poverty line<sup>2</sup> (Philippines 2009), and 70% doesn't own the land, many of the Filipinos could not afford proper homes. They had to succumb to shanty living conditions under rusted zinc sheets, cardboard boxes and plastic sheets. Up to 2009, it is estimated that there are five million squatters in the Philippines.

GK started in 1995 as a daring initiative by Tony Meloto as a nation-building, non-governmental organization (NGO) that aims to provide a holistic approach to poverty eradication and community development. In Tagalog, Gawad Kalinga means to "give care" (GK1World 2009). Meloto embodies the quote by Mahatma Gandhi, which says, "Be the change you want to see in the world". His vision is a slum-free and squatter-free Philippines, anchored on its people's love for God and their country. This is done through a simple but holistic strategy of providing land for the landless, homes for the homeless and food for the hungry.

The photograph below encapsulates what GK does, which are to transform slums into the brightly colored row of houses; to transform the lives of their fellow brothers and sisters from a subhuman condition to a dignified one, giving them a proper roof above their heads. The houses in the GK Villages are brightly painted with the hopes to dismantle a

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<sup>2</sup> This means that of the population of 100 million people, 3 million of the Filipino lives by less than \$1 per day

feeling of despair and abandonment among the poor Filipinos. This is also an effort of GK to bring optimism to these communities in need of love and care. From a conversation with Sean Joseph Nieva, a ten-year old boy from the GK Village, he mentioned how grateful he was for the assistance of GK to his family. Though he has experienced the slums, he is now aspired to be a scientist. This proper home gave him a better life and a bigger dream.



*Figure 2.1: Before and After*

*A stark contrast between the slum and the GK Village at Sitix Pajo, Manila.*

In 1999, GK built its first village in Bagong Silang. Within a short time span of six years, over 2,000 GK Villages have been built across the Philippines. This corresponds to two million squatters that had been provided with proper homes. Deeply ingrained in the Filipino roots and the Catholic faith, GK seeks to restore the dignity of the poor through a culture of caring and sharing and the Filipino value of *bayanihan*, which translates to spirit of communal unity, to achieve the objectives.

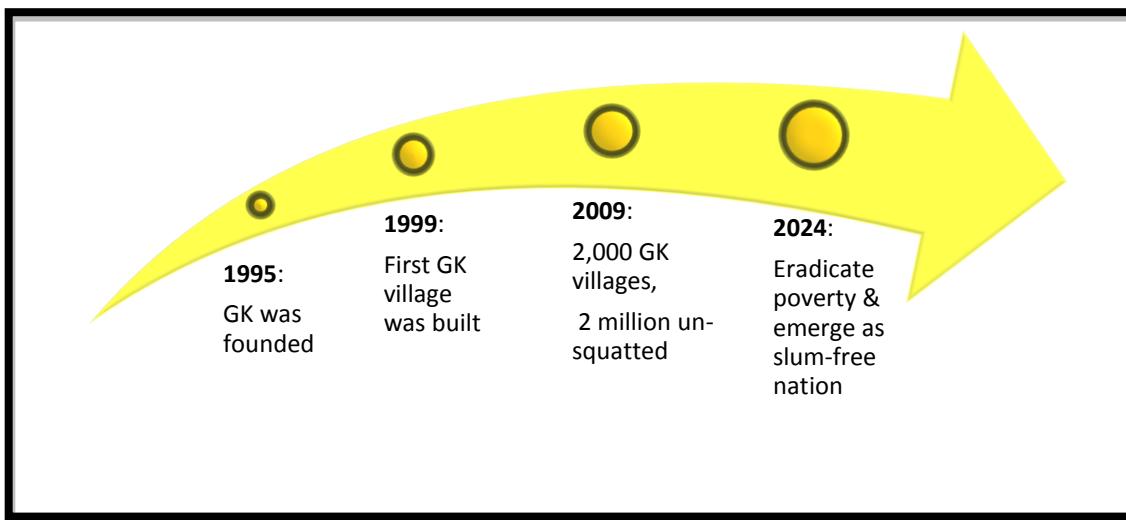


Figure 2.2. Milestones of GK

GK is also an ardent believer in the Filipino saying “*Walang Iwanan*”, which means no one should be left behind in the pursuit of development and progress. GK engages the whole society from land-owners to business organizations, from the government to the ordinary citizens in a spirit of service and friendship to “give care” to their neighbors who are in need. This is an example of *bayanihan* spirit that establishes a sustainable system of care and benevolence in the society. As GK emphasizes relationship management and resource sharing, the *bayanihan* spirit inspires people of varied fields to contribute their talents and passions.

GK also appeals to developed countries like Singapore. The volunteers from Singapore have participated in a number of builds and immersions in the Philippines. In May 2007, His Excellency, President S.R. Nathan, President of Singapore, visited Baseco, a village in the Philippines, to launch the feeding program for 500 malnourished children. With the establishment of GK Hope Initiative (GKHi), Singapore aims to be the hub of GK that champions on the spread of GK efforts globally.

To date, GK is in over 900 communities all over the Philippines. As GK grew, groups based outside of the Philippines were established. GK is becoming a global template for development that has expanded to other developing countries such as Papua New Guinea, Indonesia and Cambodia, and that will soon open in East Timor, Nigeria and Nicaragua. A further detail about the rapid expansion of GK is depicted in *Appendix I: Milestones of Gawad Kalinga*.

GK has grown to represent the Philippines' gift to humanity. It is more than just about building houses for the poorest of the poor. Providing a decent home is just the beginning of the transformation of the people and the community. GK believes in building a nation which begins at the grassroots level, fueled by volunteers dedicated to eradicating poverty and restoring human dignity.

Having built over 2000 communities around the Philippines, GK has attracted many volunteers. The pool of volunteers in GK could be anyone from different religious and cultural background. One common ground among the volunteers is the fiery passion to make a difference in life. As GK successfully advocates its mission and values, international volunteers from around the globe including Singapore, the United States, Canada, and France, among others, have joined in this life-changing endeavor.

Housing and community development movement compels active responses from people of various walks of life. This is evident as seen in the massive surge in the number of international volunteers in GK. According to Mr. Franz Josef "Coach", the Head of

GK1MB, the volume of international volunteers has doubled from 2007 to 2008. With the unfortunate Typhoon Ondoy devastation, it is expected that more international volunteers would reach out a helping hand. In December 2009 itself, Mr. Paolo Domondon, mentioned that Singapore is sending over 100 volunteers to the Philippines for volunteer work.



*Figure 2.3: International volunteers from France, Vietnam, Singapore and Malaysia, who were in the Philippines last August 2009.*

## **2.2 Immersion Trip**

Immersion trip to the Philippines is an opportunity for volunteers to gain first-hand experience and instill a fiery passion to serve the community. It is purported to give volunteers an insight into GK and learn more about its history, vision, programs and philosophy. Throughout the immersion trip, volunteers have the chance to meet up with the organization leaders, visit GK sites, and involve in various GK activities.

From 1<sup>st</sup> August 2009 to 9<sup>th</sup> August 2009, our GK VMP team was fortunate to participate in an immersion trip to the Philippines. As part of the endeavor for data gathering, our team was acquainted with a comprehensive understanding on NGO. In order to gain a better perspective of the workings of GK and what the Volunteer Management Program entails, our group set off to gather data through site visits and interviews with GK coordinators as well as volunteers.

Throughout the nine days of the immersion trip in the Philippines, our team was again, convinced and empowered to be involved in GK. We were touched by the warmth and sincerity of the GK leaders as well as beneficiaries themselves. The warm and hospitable Filipino culture was reflected through the deeds of the people we interacted with. As for the beneficiaries, although they hardly have enough for themselves, they do not hesitate to share their food and accommodation with others.

They also made remarkable effort to help our team in our data gathering task. Through their answers during the interviews, our team was able to acquire better knowledge about

GK. In essence, this vital source of primary research had helped our team to better understand the current volunteer management practices of GK as well as the shortcomings that GK is facing. From the analysis of data gathered, we were able to frame the solutions so as to better administer GK's volunteer management program.

Various activities we involved in and what we achieved throughout the immersion trip will be summarized in the section below.

### **2.2.1 Interviews**

In order to gain more insights into GK programs and activities from the perspective of volunteers, we conducted interviews with representatives of the two major categories of GK volunteers, which are corporate and school.

#### ***2.2.1.1 Interview with Corporate: Globe Telecom***

Globe is a leading telecommunications company which has the second largest market share in the Philippines. The company's mission is to "transform and enrich lives through communications by way of our vision of making great things possible." In line with their mission, Globe has partnered with GK since October 2006 and since then, it has been the most active and committed corporate volunteer through financial donation as well as volunteer participation.

Our team had a chance to conduct an interview with Mr. Jose Wilson M. Caisip, Human Resource Head of Globe Telecom. Wilson shared with us that: "Globe shares GK's vision of a slum-free, squatter-free nation through a simple strategy of providing land for

the landless, homes for the homeless, food for the hungry and as a result providing dignity and peace for every Filipino. As a company, we believe that by working together with GK, we can help bring about sustainable solutions to these challenges and create an impact in communities and in the lives of our employee volunteers”.

Since partnering with GK, Globe has established a volunteer pool of 1,200 employees, built 50 houses in the Globe-TM Village and invested 4000 volunteer hours in GK sites. Wilson said: “They aimed to help change the lives of GK workers. But in the process, Globe Telecom employees found out that it was their lives that were transformed.”



*Figure 2.4: GK-Globe TM Village in Bagong Silang, Caloocan City*

As Globe wants the GK communities to become sustainable, they have also developed livelihood programs for the beneficiaries. Their corporate social responsibility program—Globe Bridging Communities (Globe BridgeCom) engages the beneficiaries in various livelihood programs. Globe BridgeCom is the company's integrated corporate social responsibility program that enriches community leaders and micro-entrepreneurs through community and enterprise development projects. In addition, it aims at supporting and improving education initiatives.

Globe's strategy is focused on three big challenges, namely the need to prepare young Filipinos to be global through education and information technology, the need for sustainable economic growth through micro-enterprise development and the need for greater involvement in the community through empowerment of community leaders and protection of the environment. Globe BridgeCom also aims to develop the beneficiaries' entrepreneurial skills and assist in designing micro-enterprises. Globe sees a long-term partnership with GK and this partnership has grown into nurturing shared values among GK, Globe Company and Globe employees.



*Figure 2.5: Meeting with Mr. Jose Caisip, Human Resource Head of Globe Telecom*

## ***2.2.1.2 Interviews with Schools***

### **2.2.1.2.1 Ateneo de Manila University**

Ateneo University belongs to the top three most prestigious and biggest universities in the Phillipines. The university has been an active partner with GK since 2003 and is the hub of creative campaigns and initiatives that serve to improve GK's projects. Our team interviewed Miss Lee Asia Z. Hernandez (Leigh), an Ateneo alumnus cum GK1MB coordinator, who shared a lot of information about Ateneo - GK partnership.

In 2003, Ateneo formally engaged with GK as its very first university-wide community-building program. GK-Ateneo involves all Ateneo units, from pre-school to graduate school. Hundreds of Ateneans from all sectors – students, parents, teachers, staff, administrators, alumni – have been volunteers for GK as well.

To date, Ateneo has taken the lead in the building of three communities, namely the Blue Eagle Village in Payatas Trese, Sitio Ruby in Fairview, and Gabaldon in Nueva Ecija. Ateneo has already built around 150 houses. The university also participates in the national work of GK from encouraging other schools around the country to adopt GK sites nearest to them, and providing institutional support for the scaling-up effort for GK. Besides, Ateneo has also begun work with the city government of Quezon City, together with GK to help build homes and a vibrant community for about 1,000 families.

As an academic institution, Ateneo strives to provide development of GK communities nationwide, through an integration of GK into the undergraduate curriculum. For health

program, the university has helped to set up a health center and trained volunteers who help out at the center. As for education, Ateneo is also involved actively in three GK-specific education programs for children: SIBOL, SAGIP and SIGA. Furthermore, the Ateneo has been supporting livelihood programs, notably forming the Blue Eagle Catering Service, an excellent catering service run by the residents.

#### **2.2.1.2.2 National College of Science and Technology (NCST)**

NCST is one of the leading technological educational institutions, with campuses in key areas around the Philippines. The school trains its students into highly skilled workers to cater to the demand for high quality manpower of many industries in the Philippines.

Mr. Emerson B. Atanacio, the President of the School president and Ms. Maria Bernadeth H. Zapanta Maeled, the Executive Director, gave us a presentation on their corporation with GK and guided us for a tour around the school.



*Figure 2.6: Meeting with Mr. Emerson B. Atanacio and Ms. Maria Bernadeth*

NCST has been partnered with GK since 2007 and has sent many school students for voluntary projects in GK sites. The school also admits many students coming from GK villages. These students when enrolling in the course are provided with a small allowance and food provision during the time of their training and exempted from course fees. This is a very meaningful way of contributing to GK because it brings in a livelihood program which creates a means of living for GK beneficiaries.



Figure 2.7: Pledge of Commitment of NCST to GK



Figure 2.8: In Leadership training class at NCST

Mr. Emerson Atanacio, the President of NCST envisages to open more NCST campus in the Philippines and acquire more contracts with industrialists to be able to admit in more students, including students from GK villages. Such projects would create many more education and job opportunities to the youth in GK.

### ***2.2.1.3 Interviews with GK Coordinators***

The main objective of our immersion trip is to study GK structures, the current practices of coordination between GK coordinators, and the problems that GK coordinators are facing, in order to find a solution that helps ease up the effort and time GK coordinators need to spend on volunteer management. In our immersion trip, we had several interviews with the coordinators at different levels, from national office to province level.

#### **2.2.1.3.1 GK National Coordinators**

Our team was scheduled to visit GK headquarter, Profriends Center and we conducted interviews with the national coordinators including Eric Cayabyab, Franz “Coach” Hipol, and Carmina “Cha Cha” Del Rosario.

Eric and Coach presented to us the structure of GK, the seven programs and GK’s vision into the future. From their presentations, we had an insight into the way GK is organized as well as the flow of information within the organization. This is very useful for us to analyze and ascertain some of the rooms for improvements in their volunteer management subsequently. These two coordinators also shared with us their current practices as well as challenges they are facing with such as overwhelming workload, no proper documentation, financial need and fragmented information system. From their

sharing, we also attained a better understanding of GK's plans to develop their internal as well as external communication networks, which are GK1World and GKUnity.

As a marketing manager who is responsible for raising fund and seeking for new partnership with new corporations, Cha Cha shared with us about GK's current practices of fund raising. Currently, GK will seek for potential partnership, introduce its mission and communicate the mutual benefit each party can obtain. Through Cha Cha, we learned that GK emphasized more on the sustaining the livelihood programs and education projects that corporations can bring in to the beneficiaries rather than mere donations. This comes from GK's vision and strategy which is to give the poor not just money to survive but a means of living together with hope in life.

#### **2.2.1.3.2 GK Village Coordinator**

Our team also interviewed the Taguig City province coordinator, Tito Raul Ramittere, who guided us through some GK villages and answered thoroughly all of our queries. Tito Raul told us how he handled volunteers coming in to the villages as well as his concern being a province coordinator. From Tito Raul, we realized that there was not enough communication among GK coordinators. The volunteer coordinators sometimes schedule of the visit of the volunteers to GK villages without informing the province coordinator like Tito Raul himself. Such uninformed and unexpected visits of the volunteers could be unattended to. Hence, the volunteers might not be able to benefit from the site visits due to the lack of communication.

In addition, there is no documentation of volunteers who had come before. Tito Raul used only Guest Book to acknowledge the presence of volunteers in the village. Moreover, Tito Raul also introduced to us the Need Assessment form and how it is used to document and communicate the prevailing needs of the sites.

## 2.2.2 Site Visits

### 2.2.2.1 Pinagsama, Jack and Jill, Sitio Pajo Villages

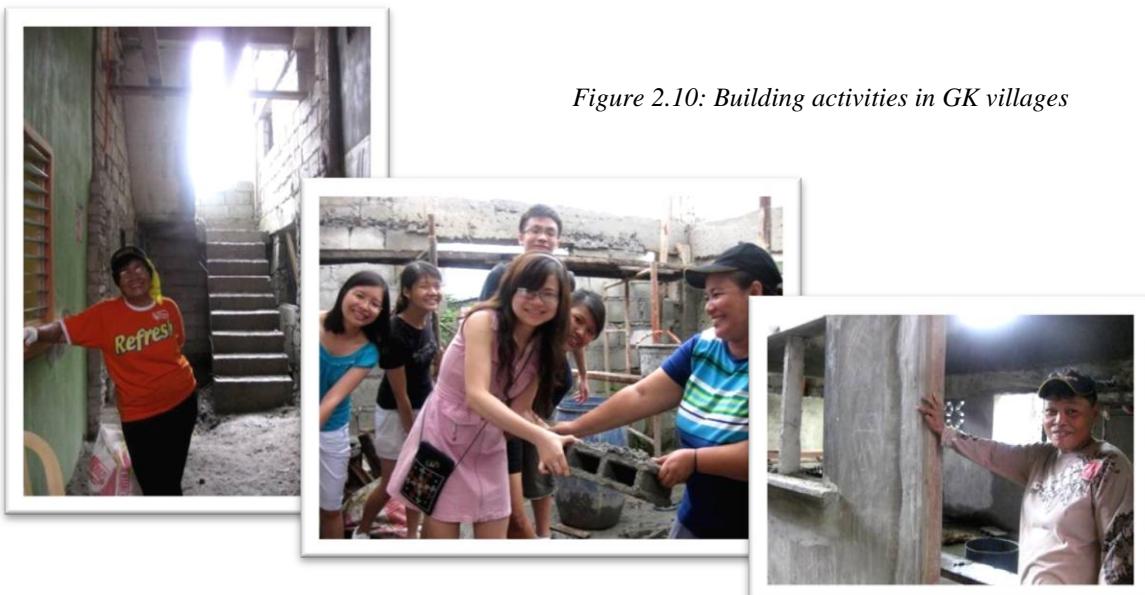
These were the first few sites we visited. All of us were dazzled by the profound success of GK when we visited these villages. All the villages were very colorful and beautiful while the GK beneficiaries were very friendly. We listened to stories of GK beneficiaries about their lives before GK and how their lives have changed since GK. Although the villagers embrace different religions, from Catholicism to Buddhism to Muslims, among others, they lived in perfect harmony. They helped their neighbors to build their houses, they shared the foods, and they even organized inter-village sport tournaments.



Figure 2.9: Visiting GK Pinagsama Village

As mentioned above, GK house building is the combination of materials sponsored by GK and manpower by the beneficiaries themselves. The design is purported to be at minimal cost, time of construction but still guarantees the basic functions of a house such as: living room, sleeping room, kitchen and laundry corner. When building the houses, no beneficiaries know which house will be their house. After completion, the villagers have to ballot to pick their house subsequently. This inculcates a sense of communal living from the start by involving everyone to build the houses of their neighbors.

With an ownership of a beautiful house, the beneficiaries became optimistic and start to show their concern about getting a job to earn an income. As most of GK beneficiaries do not have high education background or any working skills, it is not easy for them to find a job. Commonly, the men will try to find a job as constructors or security guards, while the women often do some contracted manual works at home such as: sewing the beads to T-shirt, making candles, etc. However, these jobs are not always on a regular basis so the security of their income is often in jeopardy to some extent.



*Figure 2.10: Building activities in GK villages*



*Figure 2.11: Building house in a rainy day – It is raining and a villager gave us her hat*

We also joined in actual house building, played with the kids in the Sibol, and were even invited for lunch with a GK family. All beneficiaries were very hospitable and eager for a new life with GK. We also asked them about their experience with international volunteers and we heard many positive feedbacks. They just wished to have Internet connection to communicate more frequently with GK volunteers who had been in their villages before. In addition, the teacher at the Sibol of Pinagsama village, Ms. Pinky Bautista, also shared that the Sibol needs more facilities and educational tools for children, and especially more volunteers help to improve the education quality.



*Figure 2.12: Volunteering at the Sibol in GK Pinagsama Village*

### **2.2.2.2 Bagong Silang Ground Breaking Ceremony**

The ground breaking ceremony was a very significant event during our immersion trip. Many key figures from many funds, foundations, NGOs and philanthropists were present. We had the chance to meet Ms. Elaine Kueper Mohini from the Tripura Foundation; Ms. Ong Su Chzeng; Ms. Aileen Ong; Ms. Helen Chou from GKHi Singapore; Ms. Shirley Maya Tan, the founding partner and CEO of RevolverAsia- a consortium of media production companies; the US volunteer team and a group of master students who were doing their thesis about GK.

Bagong Silang, built in 1999, is the first-ever housing project built for the poor in Caloocan. Before the GK village was built, Bagong Silang had been reputed to be a breeding ground of criminals. Today, it is a peaceful community of responsible and hardworking people with simple but beautiful homes. The people's dignity is restored and their lives were transformed by GK, particularly by the hard persuasion and strong encouragement from the GK leader- Tony Meloto.



*Figure 2.13: Mabuhay team - Bagong Silang ground breaking ceremony*

The ground breaking is an introduction of a new village construction in Bagong Silang. Leigh, a GK coordinator said: "These people in Bagong Silang have spent their life in tipsy tents in dirty slums that risk being blown away by typhoon or bulled over by the land owner at any time." She also noted that there is nowhere on earth, where are people so happy to demolish their own home but here, in GK, it happens. People were celebrating the demolition of their so-called houses as a gesture to welcome the new houses which they have full ownership of with a new and better lives with GK.



*Figure 2.13: Ground breaking ceremony of GK-Tripura Village in Bagong Silang*

Through the ceremony, we got to know more about the wide network GK has all over the world. We also listened to a lot of touching stories from Tito Tony Meloto about how he approached a complicated and notorious area like Bagong Silang, how he persuaded criminals in Bagong Silang to surrender and live a legal life and most importantly, how to rekindle hope in these people.

## 2.2.3 Talks and Conferences

### 2.2.3.1 Inaugural Assembly of GK Ateneo

This meeting gave us the first impression about GK, their history, their vision what they have accomplished so far. We were introduced to GK leaders and coordinators from Ateneo de Manila University who worked closely with us throughout the immersion trip.



Figure 2.14: GK Ateneo first inaugural assembly 2009

In this inaugural, Ateneo also presented their social enterprise program in partnership with GK. In this program, the students are expected to come up with a business plan that can deliver both commercial and social values. The event was also the chance for us to meet other volunteer teams from different universities in the world such as the teams from Japan, France and China. We conducted a small interview with these volunteers to know about their volunteering experience with GK and the difficulties they had encountered. All the volunteers commented positively on the helpfulness and hospitality of GK beneficiaries who hosted them and they really enjoyed their time here. However,

there are still some disruptions in communication as a member of the French team reported: “We had raised a fund to implement some projects in GK but we did not have enough information from GK coordinators to know which area is the key one that we should invest our fund in”.

#### ***2.2.3.2 Entrepreneur Talk***

This talk also took place in Ateneo de Manila University with the participation of Tito Tony Meloto and other successful entrepreneurs who are involved with GK such as Dylan Wilk and Tony Oleas. The talk inspired students with entrepreneurial spirits to set up a commercially successful and socially responsible business at the same time. For GK sites, entrepreneurship is very important because it helps realize the organization’s livelihood program after building houses for the poor. The livelihood program is essential to build a sustainable GK community by giving the beneficiaries a means of living and stable income.

Dylan Wilk is a representative example of the both a successful commercial entrepreneur and an innovative social entrepreneur. Dylan began his start-up selling computer games through mail order at the age of 20 and by the age of 25, he was the ninth richest British under 30. It struck everyone at surprise when he suddenly sold his company in 1999 and gave up his comfortable and luxurious life in UK to for a new life with GK.

We met a very casual and friendly Dylan in a talk about entrepreneurship at Ateneo. In the talk, he shared with the audience about his current project of creating jobs for GK beneficiaries through a new product named Human Nature. The product is considered the

Philippines' version of the Body Shop with equivalent quality but at a more competitive price, which is only 20% of the price of Body Shop products. He set up project sites where beneficiaries can grow ingredients such as *aloe vera*, lemon grass and herbs, to manufacture Human Nature products. This low cost was achieved through eliminating intermediaries in the supply chain and distributing products directly to retail stores in the Philippines. The products appeal to consumers not only because of their "Human Nature" for helping the poor people but also because of their high quality and reasonable price. Dylan also aims to turn material growing regions into ecotourism sites in the near future.

Besides Dylan, Tony Oleas, a successful Philippines entrepreneur in the United States also shared his experience when setting up a new business. He came up with the idea of selling creatively designed graphic T-shirt. He also shared a story in which he set the target to double the sales of T-shirt though all the employees felt that this target is unattainable. However, in the end they managed to nearly double the quantity of T-shirts sales, which was far from the employees' expectation. Through this story, he wanted to convey the message that we never know our real capability so we should just "make it up" and test our limit. The entrepreneur was also convinced by Tony Meloto about GK; as a result, he has officially joined GK and made generous donations as well as great contributions to the organization.

## **2.3 Objective and Scope of CP Project – Volunteer Management**

From the immersion trip, our team realized that a good volunteer management program is imperative for the sustainability of the organization with a steady flow of volunteers across the years. As the number of international volunteers of GK is increasing at an exponential rate, it is critical that volunteers are efficiently managed. Volunteer management encompasses the efforts in raising awareness of the organization; attracting, recruiting and retaining volunteers; coordinating and monitoring the volunteers up till the point of post-volunteer. Hence, in this Consulting Practicum, our focus on the Volunteer Management Program encompasses those aspects of international volunteers.

Apart from staffing and recruiting volunteers, the volunteer management program requires the organization to plan and coordinate activities, motivate and set clear direction for volunteers. In GK, this includes the designing of volunteer tasks, planning of immersion trips as well as the job scope and delegation of duty to volunteers. This process is important to enable volunteers to know what they are doing, keeping them motivated and interested in their jobs. More importantly, volunteer management program also emphasizes on bridging communication gaps. Communication is a dynamic ingredient that requires an effective transmission of the message and its meaning. This helps to ensure an efficient flow of information to the intended recipients, including volunteers, management and the community.

In this Consulting Practicum, we will look into all of these aspects and recommend optimum solutions to help improve the current volunteer management practices of GK.

### 3.1 Evaluation of Gawad Kalinga: McKinsey 7S

The McKinsey 7S framework is ideal to evaluate an organization like GK, especially with the strong shared values that plays a very important role in dictating the direction for GK. There are seven elements in the McKinsey 7S framework, which are classified as “hard” or “soft” elements. The hard elements are characterized as the tangible and physical elements, including the *structure*, *system* and *strategy*. On the other hand, soft elements are the intangible elements, including *skills*, *staff*, *style* and *shared values*. The diagram below shows the 7S and the inter-relations between each of the seven elements.

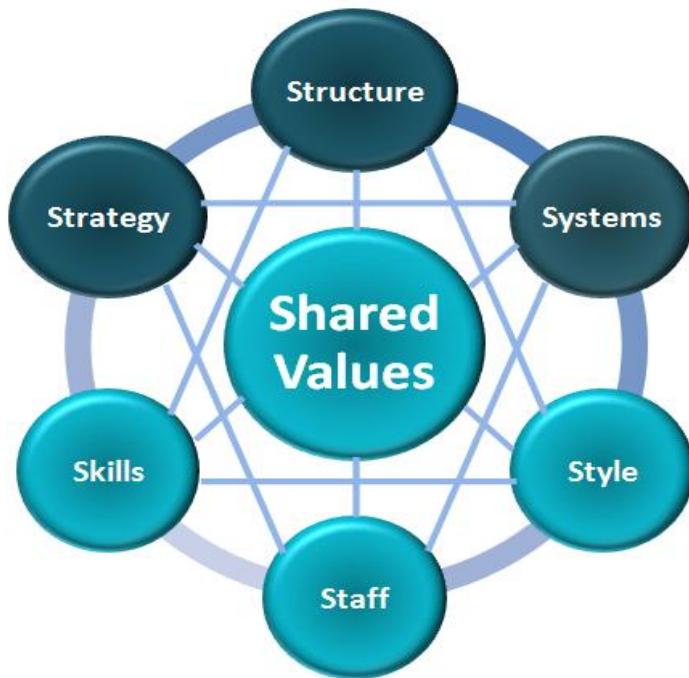


Figure 3.1: The McKinsey 7S framework and the elements.

In this analysis, the seven internal aspects as briefly mentioned will be evaluated in the context of GK's volunteer management program. The objective is to evaluate the alignment and consistencies of the 7S within GK. The alignment of these elements is critical to its effectiveness to achieve GK's mission and objectives. In the following sections, each of the 7S will be analyzed in greater details to further evaluate the effectiveness of GK's position.

### **3.1.1 Shared Values**

Starting off with the shared values, Gawad Kalinga was fundamentally established on the very notion of helping fellow Filipinos in dire need and that of nation-building. According to the McKinsey 7S framework, strong shared values is the most critical element as it encompasses the vision and the way the organization operates. This is evident in the case of GK as its core value is strongly reflected through the work of GK and the people involved in it. Even the GK beneficiaries are aligned to the GK values.

Deeply ingrained in the Filipino roots and the Catholic faith, Gawad Kalinga seeks to restore the dignity of the poor through a culture of caring and sharing and the Filipino value of *bayanihan*, which translates to spirit of communal unity to achieve the objectives. The works of GK inculcates the multi-sector involvements, which includes the rich and poor, Christians and Muslims, government and private sector to uplift the quality of life of the poor. Nonetheless, one key value of GK is that the starting point of its works begins with the heart and not the pockets.

On top of that, GK also advocates for patriotism in action. It simply represents the work of nation building, driven from the same spirit and vision of a new Philippines that emerges as a first world country. Essentially, to fully eradicate slums from the nation and to sustain the livelihood of fellow brothers and sisters in the Philippines.

In essence, GK's strong shared values dictate the strategies of GK, the structure and system it operates in, including the working style and skill of the staff of GK. These other six components of the 7S will be elaborated in the section below.

### **3.1.2 Strategy**

In line with the Shared Values that echoes strongly within GK, the strategy of the organization is to eradicate poverty from around the neighborhoods of the Philippines. Furthermore, GK is the only known organization in this region that provides a holistic approach to address the issue of poverty. GK strives to bring optimism into the society in dire need.

In 2003, during the first GK Summit, Tito Tony Meloto, the founder himself, announced a daring initiative to eradicate poverty in the Philippines by the year 2024. This bold vision became the driving force of the volunteers' work, which essentially affects the Shared Values of GK as an organization.

The direct benefits of this strategy are accrued to the GK beneficiaries themselves. However, it is worth to note that the volunteers to gain a lot from the experience of

volunteering. As quoted from a volunteer from Singapore, he noted that “while he went there with the intention to benefit the villagers, he returned to the Singapore with his life enriched even more”.

The vision and mission of GK are concretized on the ground through seven programs that are geared towards holistic community development. These programs respond to the most basic human needs for families to live a life of dignity and mutual respect. *Figure x: The Seven Programs of Gawad Kalinga* describes the seven programs in greater details.

### **Kapitbahayan Empowerment**

The Kapitbahayan Empowerment delivers GK’s core strategy of building a culture of bayanihan (solidarity and cooperation) in poor communities by organizing families into kapitbahayans (neighborhood associations) bound by common aspirations and shared values.



### **Shelter TATAG**

The shelter program builds beautiful houses, schools, and other infrastructure for the community’s well-being. This includes repainting and restoring the house, enhancing the surroundings as well as maintaining the cleanliness of the area.



### **Child and Youth Development Program (CYD).**

Through this program, we aim to promote the proper growth and development of the children and youth living in GK communities through formal and non-formal education interventions such as values formation, skills training, talent workshops, and tutorial sessions.



### **Productivity**

Productivity or the Livelihood program aims to develop the manpower program within GK. This also includes the Bayan-Anihan program that ensures that no resident goes involuntarily hungry in a GK community by building farms and inculcating the value of self-sufficiency.



### **Community Health Program (Gawad Kalusugan).**

Gawad Kalusugan ensures that individuals and families are empowered to deliver basic health services and where the health systems are in place to respond to the community's health needs.



### **Environment Program (Green Kalinga).**

Green Kalinga builds a mindset in GK that upholds and enriches the fundamental relationship of the individual, the community, and the environment by mainstreaming environmental technologies to ensure clean air, clean water, productive land and seas and the use renewable resources.



### **Tourism (Mabuhay)**

Mabuhay teaches GK communities to celebrate and showcase the inherent beauty and vibrance of the Philippines and its people by organizing tours to GK communities and strengthening our roots, values and culture, instilling in the communities the spirit of patriotism and love for country.



*Figure 3.2: The Seven Programs of Gawad Kalinga*

### **3.1.3 Structure**

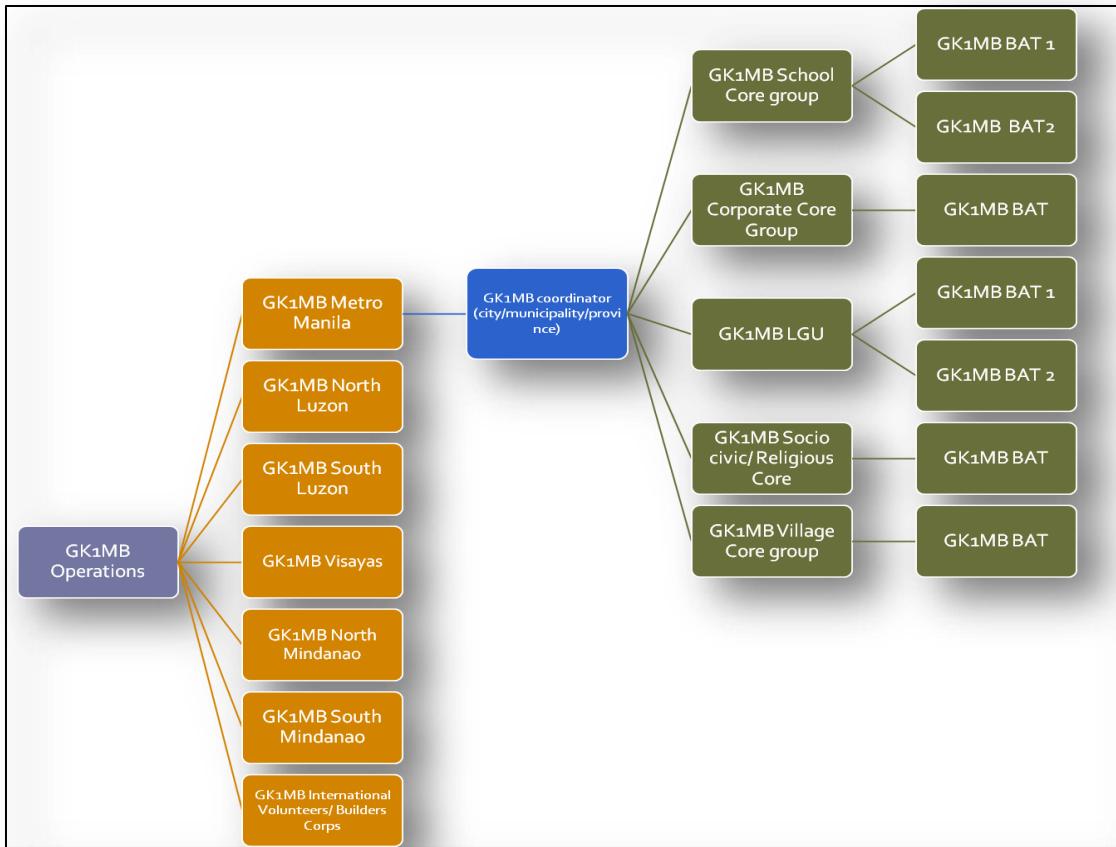
As the focus of this study is on the volunteer management practices, the structure of GK will highlight the organizational constitutions that are related to the volunteers themselves. The structure of GK can be divided into the different groups of volunteers. In GK Isang Milyong Bayani (GK1MB – GK 1 Million Builders), the pool of volunteers

comes from individual members of the community that are inspired by the work of GK and are empowered to make a change in the Philippines. To manage the pool of volunteers from the international arena, GK International Volunteer Program (GK IVP) is designated in each of the partner countries. Furthermore, another arm of volunteerism is GK GRIP, which is the program for research and internship with GK.

### ***3.1.3.1 GK Isang Milyong Bayani (GK1MB)***

In order to implement the strategies of GK that have been outlined above, GK operations are divided into different layers which are coordinated by the national office based in Manila. GK1MB, which simply translates to GK One Million Builders, is an initiative to gather one million builders or volunteers. GK1MB is the main volunteer arm of GK that organizes the volunteers across the different provinces in the Philippines and it is based in the national office. Mr. Franz “Coach” Hipol, the GK full time volunteer we interviewed, is the head coordinator of GK1MB.

As depicted in *Figure 3.1: Organizational Structure of GK1MB*, a group of national office staff is in charge of different geographic regions. This group of the national office staff works closely with Province Coordinator, who is in charge of municipality or provinces. Meanwhile, the Province Coordinator will work closely with the Core Groups that comprises of the GK1MB schools, corporate as well as the village.



*Figure 3.3: Organizational Structure of GKIMB*

For the core group from schools, Ateneo de Manila University, for an instance, has long forged a partnership with GK. This builds a sustainable and permanent channel for the students to continuously work with the poor. By providing the above opportunities for students to serve the poor and their country, their character and lives are enhanced and deepened. Furthermore, many universities incorporate the GK volunteer work in their curriculum under the National Service Training Program (NSTP), as in the case of the National College of Science and Technology (NCST), which institutionalized by the Department of Education.

Corporate engagements with GK vary in response to their corporate vision and their available resources. As part of corporate social responsibility program or through their foundation, the company builds a GK village. One example was Globe TM's involvement in GK, which was described in the previous chapter. Globe TM sponsored a village in Bagong Silang, Caloocan City which houses approximately 50 families. After the houses are built, the company continues their engagement by supporting other programs such as health, child and youth development or livelihood that are prescribed by the seven programs in GK.

The different groups of volunteers are further organized into different *Bayanihan* Action Team (BAT) which consists of approximately fifteen people. One of the most important BATs in each village is the Caretaker Team. The caretaker team is essentially GK's lifeblood "on-the-ground", which includes full-time volunteers. Members of the caretaker team are selected on the basis of willingness to embrace the vision and mission of GK and to live out the shared values of GK. The volunteer group is responsible for activities such as organizing communities into GK kapitbahayans (GK neighborhood associations), delivering the values formation program, implementing the community development plan and to mentor the community leaders towards self-governance.

### ***3.1.3.2 GK International Volunteer Program (GK IVP)***

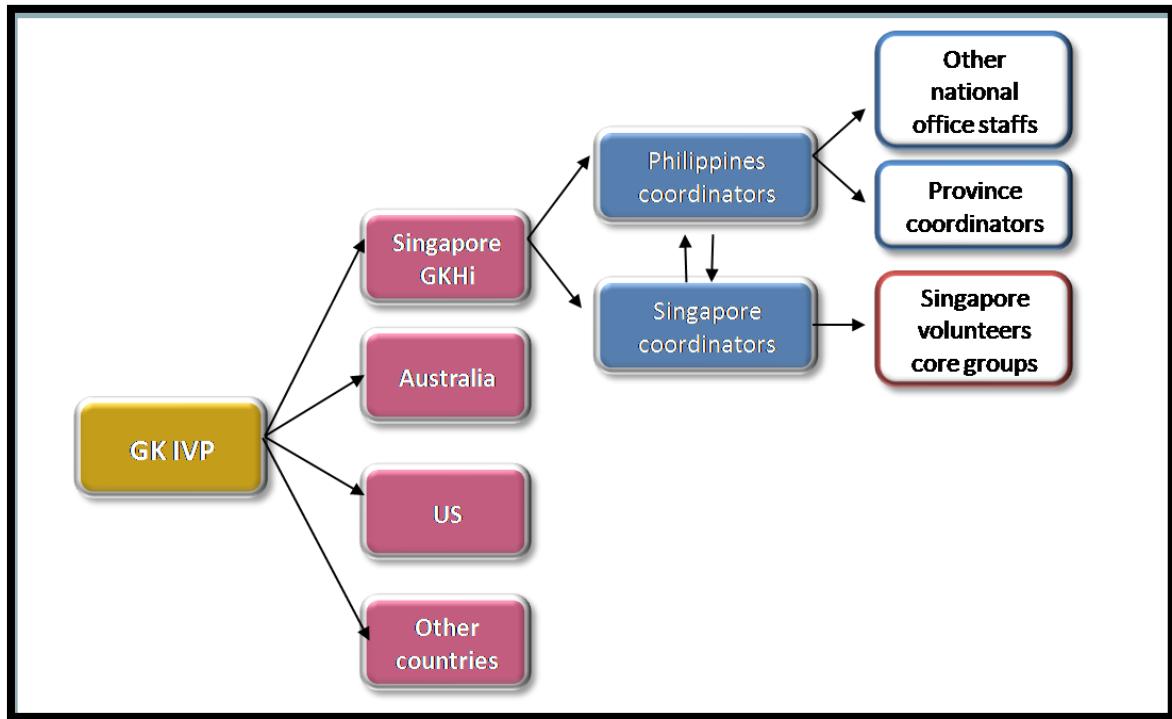
Due to the successful continuous efforts of promoting Gawad Kalinga as a global humanitarian movement, there are an increasing number of students abroad seeking immersion and volunteer opportunities in the GK villages in the Philippines. Mr. Franz

“Coach” Hipol noted that from 2008 to 2009, the number of international volunteers increase two folds. Hence, the GK IVP was created to efficiently respond to the significant number of international volunteers.

GKIVP is a program that resides under GK1MB that manages foreign individuals who wish to volunteer and immerse themselves in the GK villages. The goal of GKIVP is to be truly global- inspiring people in different countries to be heroes, and deploying them in various GK sites around the world. To ease the management of this pool of volunteers coming from across the globe, there are a few contact persons per region.

In Singapore, GK Hope Initiatives (GKHi) is in charge of coordinate volunteers. Under GKHi, there are GK staffs based in the Philippines and in Singapore, and they work closely with each other in order to synchronize the activities in Singapore and the needs of the people in the Philippines. Based in Singapore, Ms. Aileen Ong is the Board Director of GKHi and Mr. Paolo Domondon, the General Manager of GKHi, will liaise with Ms. Catherine Calalay, the Singapore volunteer coordinator based in the Philippines.

Aside from Singapore, the key contact person for the United States is Mr. Jonathan Wittig, for Australia, Ms. Louise Davis and elsewhere is headed by Ms. Felice Caringal, or other full time volunteer on ad-hoc basis. The chart below outlines the structure for GK IVP.



*Figure 3.4: Organizational Chart for GK IVP*

### **3.1.3.3 GK Global Research and Internship Program (GK GRIP)**

Another program offered by GK is the GK Global Research and Internship Program (GK GRIP), which works closely with higher education institutions to mobilize university and graduate students in making a difference for GK communities through research and internship. Ms Roma Padua is currently overseeing the GK Grip Program and she is the person in-charge of coordinating the volunteers interested in enrolling to the GK GRIP.

In the GK GRIP, participating students, with the consent of their university advisers, seek to apply academic concepts in GK communities and develop research materials and projects. Such projects aim to improve the quality of life for people in need. Students are

encouraged to work within the framework of these topics while adapting their approach to the diverse needs of people in different communities. This is a program that is global in scope and purpose, with the flexibility and responsiveness that is community-based.

Participation in the program can take in the form of internship and research. The output of GK GRIP participants in both areas will be used by GK to improve its existing programs in various GK communities, as well as incubate and eventually implement promising new projects. These projects address a variety of topics related to poverty eradication such as urban planning, education, environmental and health sustainability and social entrepreneurship.

### **3.1.4 Systems**

In this section, the systems of GK's volunteer management that ensures its operations will be analyzed. This includes the volunteer recruitment process, registration and itinerary planning for the volunteers. Aside from these systems pertaining to HR, the documentation system that supports GK operation will also be the focus in this section.

#### ***3.1.4.1 Recruitment and Registration Process***

Volunteers to GK are increasingly coming from outside the Philippines. During our immersion in the Philippines, there were student groups from Singapore, United States, Canada, France and China. There were some from the PeaceCorps and Filipinos based overseas as well. The diversity and influx of international volunteers reflect its growing appeal and recognition in the international community as a sustainable poverty

elimination model. However, GK have neither a formal recruiting process nor a formal registration procedure for international volunteers.

International volunteers often primarily contacted through word of mouths and referrals. In the case of NUS, Associate Professor Albert Teo, Director of the Center for Social Entrepreneurship and Philanthropy (CSEP) of NUS, was referred to the GKHi Director, Ms. Aileen Ong. After a few meetings, a preliminary trip to the Philippines was ensured. Subsequently, a fellow professor, Dr. Tan Beng Kiang from the School of Architecture, was also involved in the works of GK.

In Singapore, specifically, the main foundation of recruitment is through schools. Most of the schools are involved with GK through the integrative modules that are incorporated as a structured curriculum. Ngee Ann Polytechnic's School of Humanity, the NUS Business School's Consulting Practicum, as well as the NUS School of Architecture are examples of the structured curriculum.

Similarly to the Recruitment process, GK has no formal volunteer sign-up and registration process. As per the recruitment process, volunteers get to know about GK through word-of-mouth or referrals. Once the volunteers decided to partake in the works of GK, they will contact the coordinator based in their home country. For an instance, volunteers from Singapore would contact Mr. Paolo Domondon while the volunteers from the United States would contact Mr. Jonathan Wittig.

### ***3.1.4.2 Immersion Trip Planning and Itinerary***

Immersion in the Philippines is the most important aspect for an international volunteer. This would give volunteers an insight into the values of GK. To many international volunteers, the immersion trip is indeed a life-changing one. The experience of the reality of poverty, which they rarely see in their home countries, inspires the volunteers to see the changes that GK has brought to the lives of our neighbors in need.

In planning for the immersion trip and itinerary for international volunteers, the GK IVP, which was elaborated in the previous section on GK's Structure, takes charge. For the volunteers from Singapore, the bulk of the workload is on Mr. Paolo Domondon. Presently, this is done through telephone calls or emails as well as meetings in order to plan for an immersion trip. At the same time, Mr. Domondon would have to liaise with the coordinator, Ms. Catherine Calalay in the Philippines to ensure that the information is passed on to GK in the Philippines. According to a team of volunteers from NUS, it takes approximately three to five meetings and countless email correspondences to confirm the immersion trip. This is in fact the most time-consuming task for Mr. Domondon as there were about 200 teams coming from Singapore.

In a typical immersion trip, the coordinator would have to make plans for flights, accommodations as well as the day-to-day itinerary for the volunteers. To understand this process better, take the example of the Bed and Breakfast (BnB) team from NUS, who has a project in Iriga and Libmanan. The coordinator had planned for the flight, accommodations and transportation while the volunteers are in the Philippines.

Furthermore, to assist in their practicum project on the BnB, the coordinator scheduled meetings with the GK beneficiaries in Iriga and Libmanan who are running the operations of the BnB. As meetings and interviews with the villagers, town hall meetings and companies are essential for the group's data collection, the coordinator also ensured that these meetings are scheduled in the group's itinerary.

#### ***3.1.4.3 Documentation of databases***

Another system that is implemented in GK is the documentation process. News and announcements are updated in their website GK1World, which is accessible to everyone. They are currently building up an integrated system, GK Unity for internal management and communication. Furthermore, the documentation process at the Province level also serves as an important database for GK. Lastly, the last sub-section on documentation will cover the documentation process for the GK IVP.

##### **3.1.4.3.1 National Level - GK1World**

GK1World is the website intended to be the central information hub of the GK, providing comprehensive information on the activities and progress of the efforts of the group. The GK1World is also aimed at attracting volunteers from around the world to participate in the initiatives of the group to build the nation, end hunger, and eradicate homelessness in the Philippines.

The website conveys the introduction about GK, its mission and vision, and the seven programs of GK. It is regularly updated with new events, new policies and documents brief reports about events in the past.



Figure 3.5: Snapshot of GKWorld's Webpage

### **3.1.4.3.2 National Level - GK Unity**

GK Unity is an internal integrated system, currently under construction with the collaboration of Voncore and Smart Communication. GK Unity will serve as a data management program intended to provide primarily transparency in managing all of the aid that GK receives and distribute the resources to the initiatives and projects that need it the most.

In terms of volunteer management in particular, this system will help in appropriately allocating volunteer resource to different projects based on the scale of the project and financial resource available. In the long run, as mentioned by a GK National Officer, the system will be the technological platform that expands to maintain not only financial results of GK but also database of volunteers in an effort of improving their volunteer management program. With the introduction of this program, volunteer coordination and retention is expected to be improved significantly. Yet, the system takes time and resource to be build and implemented.

#### **3.1.4.3 Province level**

The Province Coordinator plays the role of a bridge between GK national office and GK villagers. The Province Coordinator needs to inform villagers of updated news from the national office. At the provincial level, GK province coordinators currently do not have any formal documentation of needs assessment. Based on their experience, most of the time they just verbally ask for information from people in the villages they are in charge of, and then convey the messages to the national office.

Presently, an important and sole documentation system that is in place for the Province Coordinator is the “Needs Assessment”. The Province Coordinator fills in the need assessment form which is done on periodical basis. The form includes different sections which allow Province Coordinators to record the prevailing needs of each village. Conducting the needs assessment enables the GK coordinator, especially the international coordinators to assign volunteers to GK sites according to the needs that was highlighted

in the needs assessment report. This also assists the GK national coordinators to match the volunteers to the necessary plans and projects to meet different needs of the poor.

Nonetheless, up till the period of our study, this “Needs Assessment Form” is yet to be used frequently in practice. From our interview with Tito Raul, the Province Coordinator of Taguig City, Metro Manila, the reason given was because there is the forms are manually submitted and assessed, and this process takes much more time than verbal communication. Moreover, the Province Coordinators were not given a formal training to guide them on how to use this form.

With regards volunteers’ participation, the Province Coordinator does not keep a formal record of volunteers who help in various projects but maintain a guest book instead. Each village keeps a guest book where all visitors and volunteers sign when they visit. This means that there is no shared database of past and current volunteers.

#### **3.1.4.3.4 International**

There are no formal means of documentation for GK coordinators based overseas at the moment because each coordinator acts independently and is fully responsible for volunteers in the country they are stationed in. Each international volunteer coordinator uses their own method of documentation that is the most convenient to them such as email and simple Excel spreadsheet.

Mr. Domondon, for instance, utilizes Excel spreadsheet to document the progress of each team. Mr. Domondon personally contacts every group and keeps a record of group

profiles, projects and feedbacks. The GK IVP coordinators create and document each group's itineraries and make the adjustments on their own. This information however, is only shared to other coordinators when the Excel spreadsheet is sent to others.

### **3.1.5 Style**

There is a tight link between GK's Shared Values and the Style it operates in. The management style and leadership style reflects the strong Filipino culture of warmth and hospitality. Tito Tony Meloto, the father and founder of GK, embodies this leadership style of warmth and hospitality himself. He would personally welcome the volunteers to the Philippines and share his experiences and what spurred him to work on GK to the volunteers. If his hectic schedule allows, he would spend some time with the GK volunteers and get to know them personally.

In addition, the state of flexibility and informal also characterize the work of GK. Through the constant face-to-face or telephone calls, this provides flexibility for amendments of the immersion trips, for an example. For an NGO, this flexibility helps in speeding up communication, though it may not be the most efficient method for a larger organization.

### **3.1.6 Staff**

With a relentless effort of helping the brothers and sisters in need, the GK's volunteers are made up of people with diverse background. Nevertheless, the GK volunteers are fueled by a burning passion to make a difference in others' lives as well as theirs.

Like all leading organizations, GK is staffed by the most accomplished individuals. Tito Tony Meloto himself was a high-flyer from the corporate scene whereby he held position as the General Manager of P&G Australia before embarking on the journey with GK. Another striking example is Mr. Paolo Domondon, whereby he rejected his scholarship to John Hopkins Medical School in the United States, in order to concentrate on his full time commitment to his country and his people whom he cares dearly.

As for the international volunteers, although the number is increasing each year, there is no continuity after the international volunteers have gone to the Philippines for immersion trips. This pool of volunteers usually gets disengaged with GK, possibly due to the distance to the Philippines.

### **3.1.7 Skills**

The strongest skill set that is represented within GK is the people-skills, which essentially is being dictated by the Shared Values of GK. In addition, another vital skill to GK is that of its volunteers. Essentially, it is the skills of the volunteers that enable the beneficiaries to benefit from. The volunteers come from all walks of lives and background. Hence, this gives rise to a diverse pool of volunteers that are skillful in different fields.

At present, there is very limited formal pre-trip briefing or training involved. In some polytechnics, the seniors who have gone on the GK trip would organize a very general pre-departure briefing on basic etiquette in a GK site (e.g., be sensitive when giving gifts/

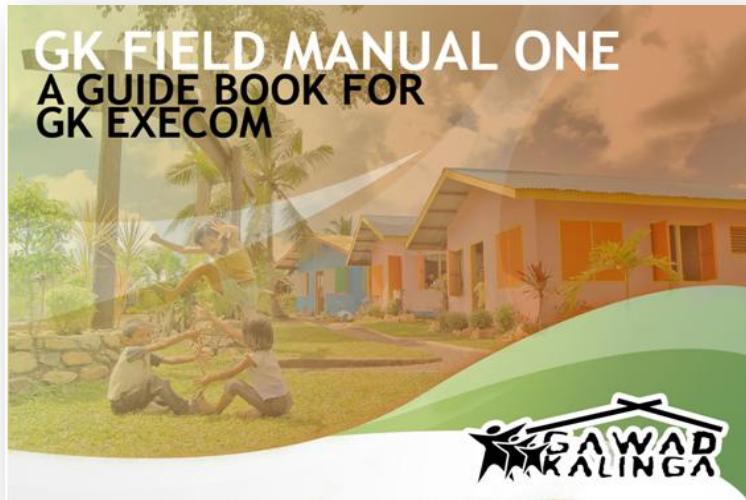
offer to pay back when offered food etc.). There is also very little effort in consolidating past volunteers who share an interest and passion for GK and poverty issues in general.

With the help of GK Builders Institution (GKBI) in the Ateneo de Manila University, GK has recently created a GK Field Manual, which is a guidebook for GK teams of different functions. It provides the volunteers with general and basic information on Gawad Kalinga's mission and values, on their structure and programs, and more importantly, on how to implement these programs successfully. It is a useful guideline for GK staffs as well as volunteers in both the Philippines and elsewhere.

There are three volumes of the Field Manual, specifically for the GK Execom team (provincial or sector level), GK1MB team (volunteer management team), and GK Caretaker teams (site or community level). Each of these three books consists of three main components, namely core values, strategies and roles; roadmaps and activity guidelines.

The first component discusses the spirit of GK and the reasons behind their structures and strategies. This part plays the role of an inspiring introduction to the organization. Secondly, specific step-by-step instructions, tips and diagrams are recorded in the roadmap section. It also has a clear description of different stages, the objectives and milestones in each stage for GK coordinators together with GK core groups.

From these guidelines, GK staffs and volunteers can get the general ideas of how to implement different programs and achieve their mandates. Lastly, the activity guidelines component features detailed guidelines for a variety of specific activities.



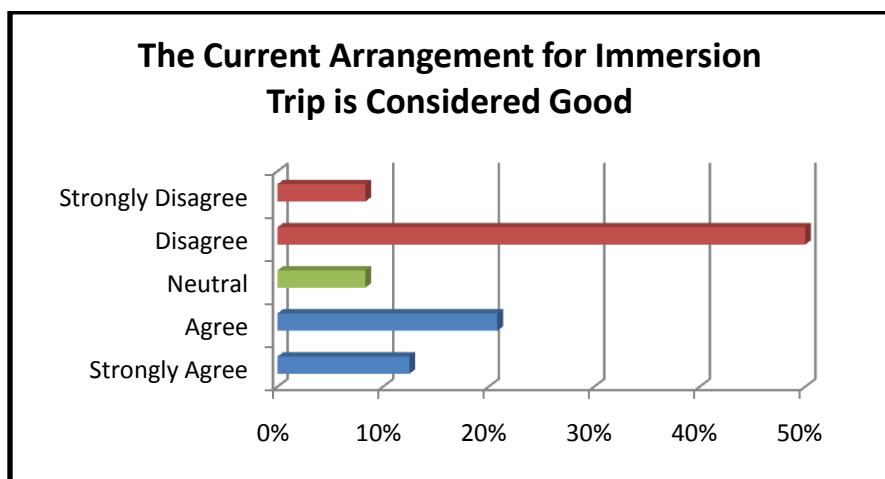
*Figure3.6: A Guide Book for GK ExeCom, one of the three GK Field Manuals*

### **3.2 GK Current Practice: A survey on Volunteers' Perspectives**

In order to gain better insights into the current practice of GK's volunteer management, a survey was conducted to a group of students who have gone for the immersion trip in the Philippines. These students are NUS undergraduates from the Business School and School of Design and Architecture, who are currently conducting projects with GK. Nonetheless, we note the limitations of the relatively smaller group of respondents for this survey as there were only a small group of students who have been on the immersion trip. The survey questions are attached herewith in *Appendix 4*. In this section, the results of the survey will be analyzed in greater details.

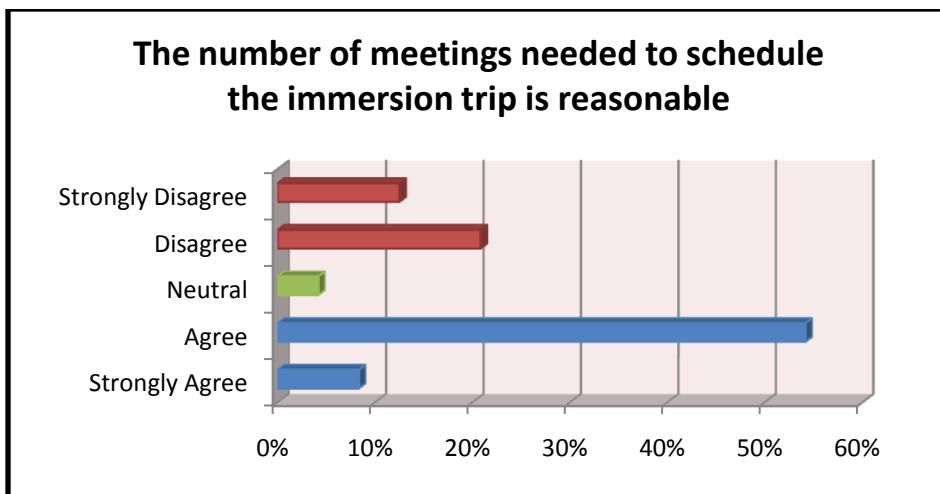
### 3.2.1 Meetings in Preparation for Immersion Trip

From our respondents, only 33.3% of the volunteers consider that the current arrangement of the immersion trip was good. On the other hand, a large majority of the respondents feel that there are rooms for improvements for GK's volunteer management. This is clearly depicted in the chart below.

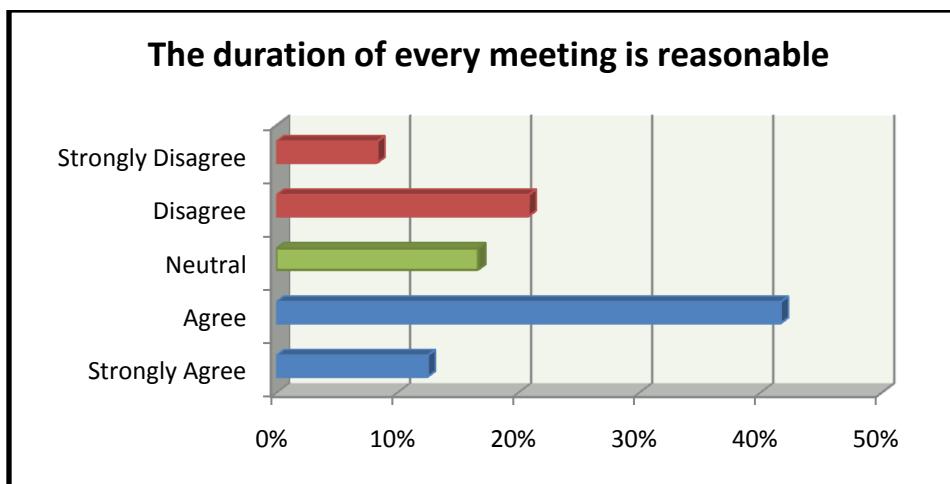


*Figure 3.7 The current arrangement for immersion trip*

With regards to the time spent on meetings with the coordinator for the immersion trip arrangements, the respondents noted that, in general approximately three to five meetings that consume one to three hour are required. A high percentage of the volunteers, however, felt that this number and duration of meetings are reasonable. This amounts, as depicted in the charts below to 62% of the respondents who agreed or strongly agreed that the number of meeting is considered reasonable whereas 55% of respondents who, similarly, noted that the duration of the each meeting were reasonable too.



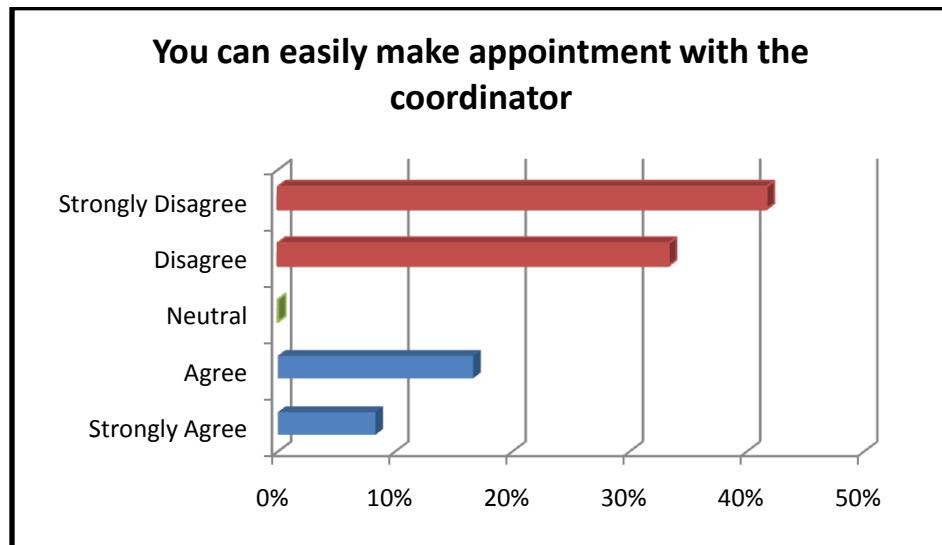
*Figure 3.8 The number of meetings before immersion trip*



*Figure 3.9 The duration of meeting*

Nonetheless, though the number and duration of meetings were considered reasonable, the volunteers noted that it was difficult to schedule meetings with the GK coordinator. 75% of the respondents either disagree or strongly disagree with the ease of making an appointment with the GK coordinator. 65% of the respondents also noted that the

coordinator takes one to two weeks to get back to them. This was clearly shown in the earlier section pertaining to the system and structure according to the McKinsey 7S, whereby there is only one coordinator for GK Singapore, namely Mr. Paolo Domondon. Hence, time was a constraint.



*Figure 3.10 The ease of making appointment with coordinator*

#### **How long does it take the coordinator to get back to you regarding your application?**

Less than 1 week	1	4%
1-2 weeks	16	67%
More than 2 weeks	7	29%

*Figure 3.11 Application time*

### 3.2.2 Insufficiency of Information Prior to Immersion Trip

A high majority of 58% of the respondents noted that there was insufficient information given to them before they left for the immersion trip in the Philippines. Furthermore, 76% of the respondents disagreed or strongly disagreed that they were given any advice about the Philippines prior to their trip.

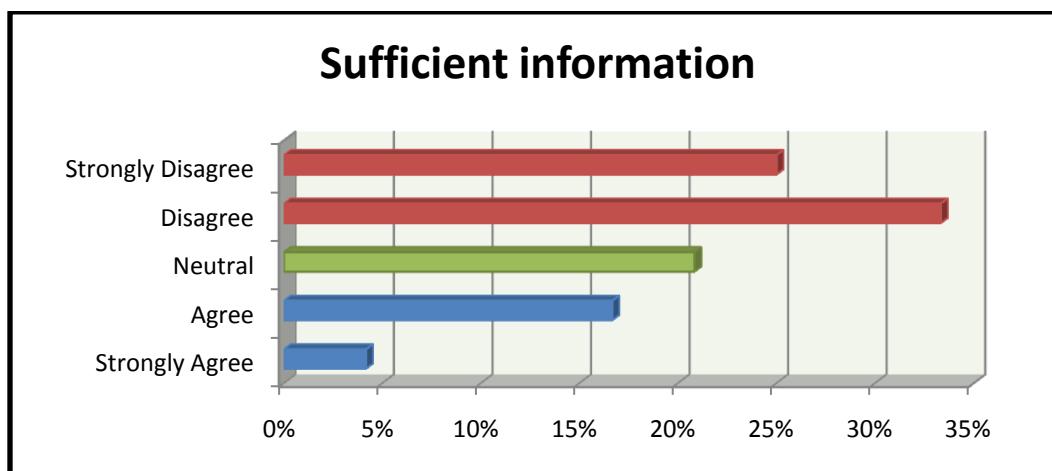


Figure 3.12 Sufficiency of information for immersion trip

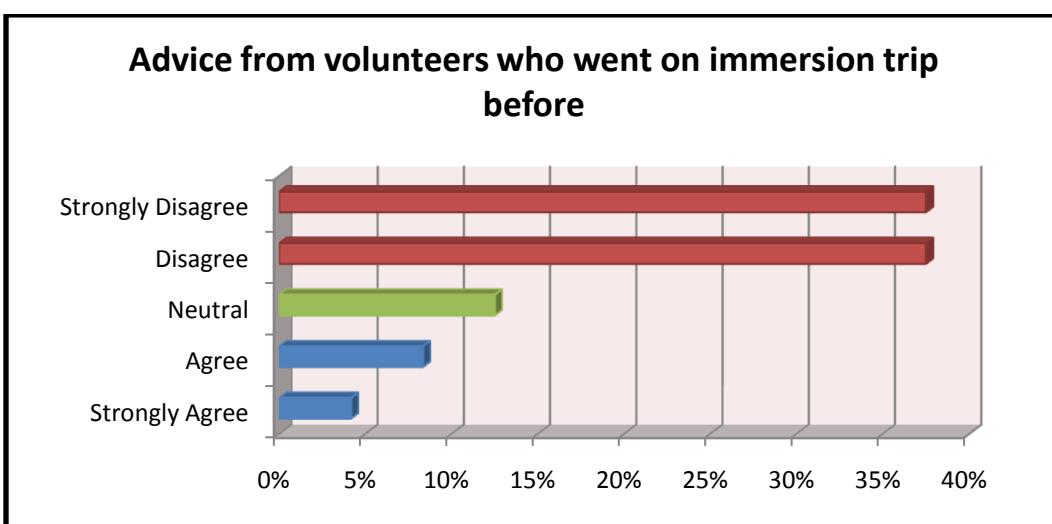


Figure 3.13 Advice from volunteers who went on immersion trip

### 3.2.3 Itinerary Planning

In terms of itinerary planning, 67% of the respondents strongly disagreed or disagreed that the itinerary can be easily customized to convenience. This could be due to the limitation of the structure and the system of GK, whereby there is currently no system to assist in the planning of itinerary. As such, this resulted in 63% of the respondents noting that the itinerary had to be adjusted many times prior to their immersion trip.

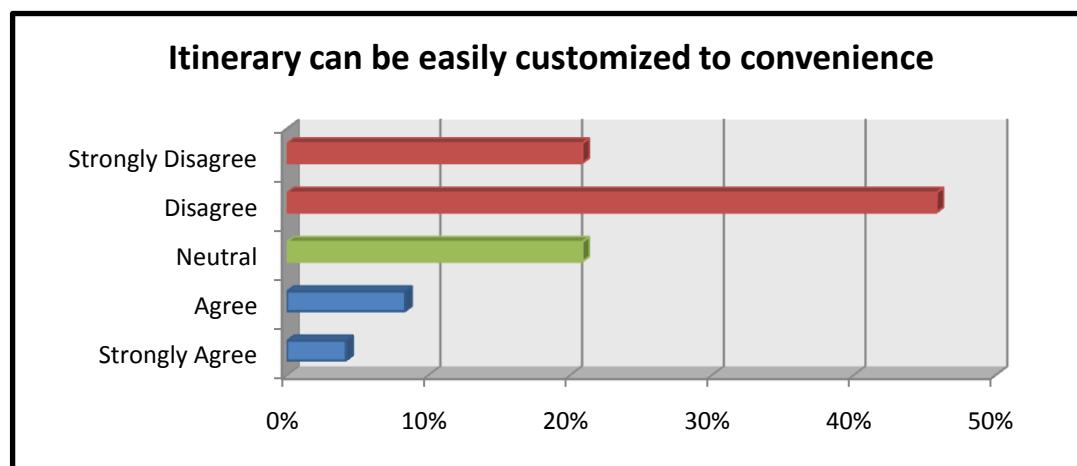


Figure 3.14 Easiness of Itinerary customization

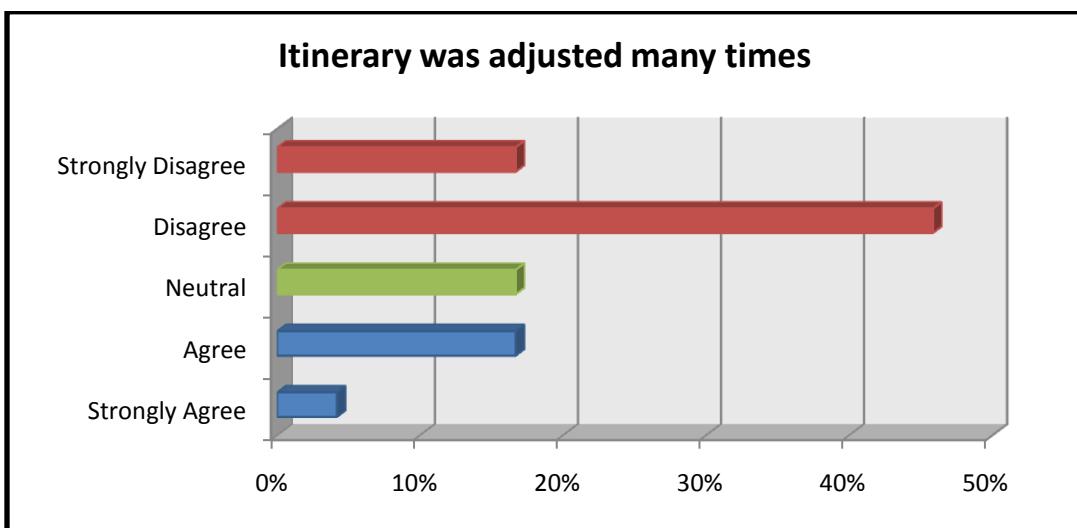


Figure 3.15 Number of times for itinerary adjustment

### **3.3 SWOT Analysis**

Based on the information gathered from rounds of interviews and researches, SWOT analysis is carried out to further evaluate the current volunteer management practice of GK, ascertaining the internal and external business environment that affects GK's operation. The following summarizes the key strengths, weaknesses, opportunities and threats that are imperative to the GK volunteer management.

#### **3.3.1 Strengths**

From the McKinsey 7S framework above, there is a strong shared Filipino culture in GK. This is among the greatest strengths for GK as a successful organization is usually being driven by a strong corporate culture that is aligned to its operations. With regards to the current communication style of GK, it is deemed suitable for Philippines culture which is associated with direct and informal communication. Through such communication method, it reduces information distortion and helps bonding GK members and strengthens their relationship.

Furthermore, the informal and direct communication is effective as it provides the GK with the flexibility, as described by the earlier section on the McKinsey 7S' Style. Therefore, the coordinators and volunteers could frequently communicate at any time convenient to them. This is especially crucial for an organization that is in the midst of expansion as there may be a constraint in manpower at the present time.

The involvement of multi-sectors in the works is also a major strength of GK. With a diverse and broad volunteer base, GK could mobilize more people in this effort to do good for the society. The strategies and mission that appeals to the society at large also ensures a steady pool of volunteers to implement the programs of GK for the beneficiaries.

### **3.3.2 Weaknesses**

The current system of GK presents the major weakness. Currently, there is no formal documentation and reporting for effective information sharing and future reference. Furthermore, there is less incentive to leverage on the advantage of technology for better communication and documentation as the present communication method of telephone calls and face-to-face meeting are deemed to be more convenient for the GK coordinators.

With the current system in place, there is minimum information sharing between international coordinator and local-based coordinators. The information is only shared on the need basis. Hence, sometimes, this might lead to information asymmetry whereby the coordinators do not get enough information from one another. This, as suggested from the survey results could also lead to problems with itinerary planning. Furthermore, as information is rarely shared, there is no backup contact if the sole coordinator who is keeping the information is not available or out on leave.

Another weakness lies in the registration procedure as GK relies on only one coordinator. Taking Singapore for an instance, Mr. Paolo Domondon is the sole contact person for over 200 volunteers. As such, there is an over-reliance on Mr. Domondon as he is the only one to deal with so many groups of volunteers, aside from his other duties in GKHi. To worsen the situation, the registration process is time consuming, repetitive, cumbersome, and not standardized.

Furthermore, the analysis through the McKinsey 7S framework also pointed out that the Staff component for GK is lacking in volunteers' retention. There is no retention scheme to follow up with volunteers, especially for the international volunteers who have already experienced GK and finished their projects.

### 3.3.3 Opportunities

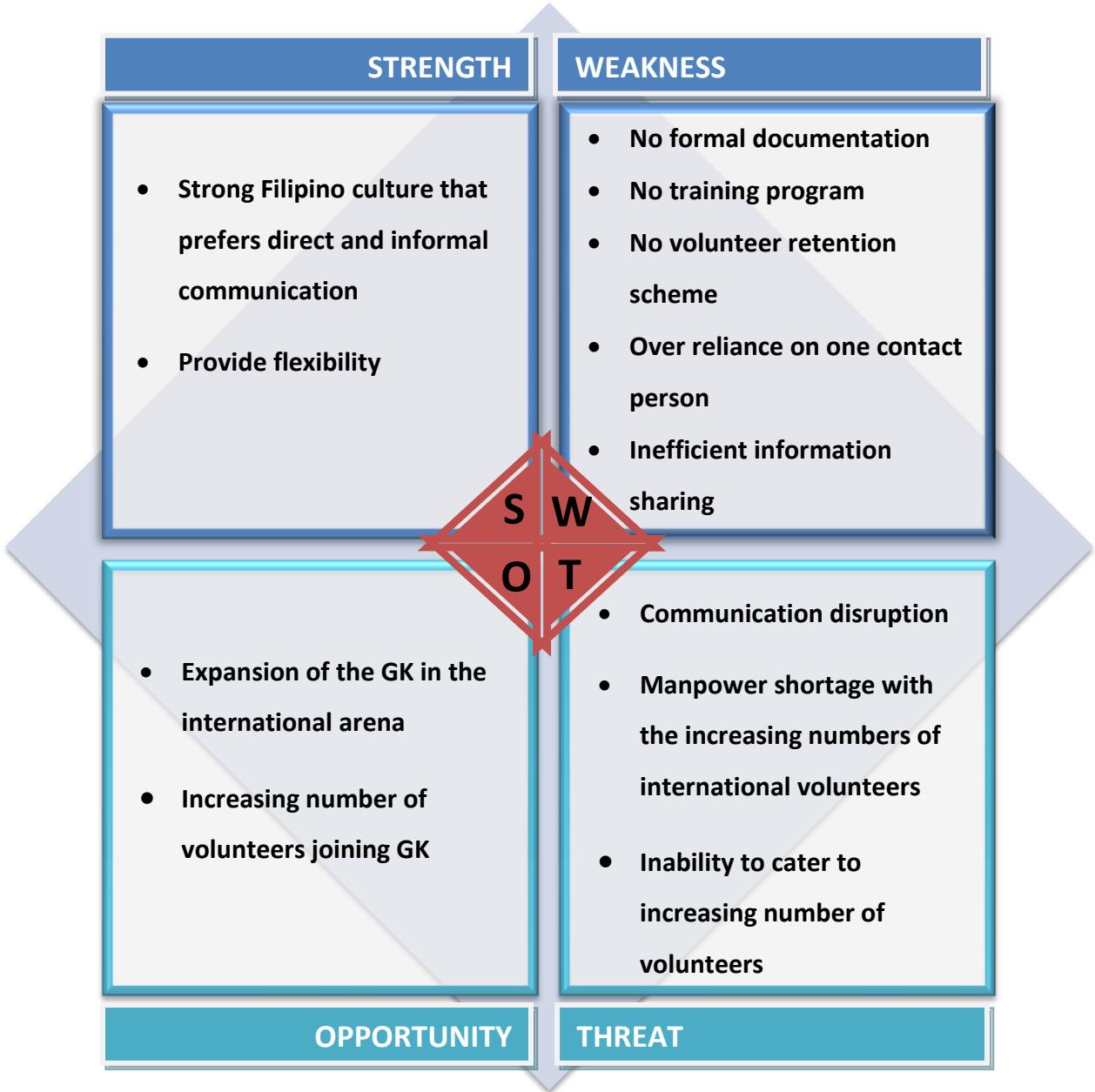
In the international arena, there is a large opportunity for GK to expand. As seen from the partnership with Tripura Foundation, a poverty eradication movement that is based in India, there are many opportunities for GK partnership with other international and global organizations. Such strong relationship enables GK to emerge as the global solution to poverty and nation building. Coupled with the strategy that appeals internationally, there is ample of opportunity for GK to experience a more significant growth.

In addition, there are more and more volunteers joining GK through partnership with corporate partners or school. A good volunteer management system is essential to enable a strong relationship and cohesion among GK members and its volunteers.

### **3.3.4 Threats**

Despite all the opportunities for GK, there are downside threats as well. With the current system and structure, there is a high chance of communication disruption in view of the organization's growth. With no formal communication and proper documentation, this poses as a challenge for GK when the information is required. Furthermore, in the event where the sole coordinator is not available, there would be a disruption in the process due to the lack of a database for information sharing.

A more severe threat to GK is the inability to manage the increasing number of international volunteer. As the volunteers are the foundation of the works of GK, it is essential to ensure the continuous involvements of the volunteers. Nonetheless, there is a shortage of manpower as currently, only one coordinator is managing the international volunteers without any assisting system. Hence, there is a possibility that GK could not cater to all the volunteers who are interested to contribute to the effort in making a difference in lives.



*Figure 3.16: SWOT - Volunteer Management in GK*

## **3.4 Problem Identification**

There are some critical few problems that were identified from the McKinsey 7S and SWOT analysis. In line with the scope and objectives of our research, the problems pertaining to the volunteer management are highlighted. First and foremost, the inadequate documentation and recording practices due to the lack of a standardized system is a crucial problem for GK. Secondly, glitches in communication also present as a problem to GK, reducing its efficiency. Thirdly, following the opportunity of GK's expansion, capacity constraint is a problem for GK as it could potentially impede its further growth. Lastly, retention of the international volunteer presents as a challenge for GK. In the following sub-sections, these four critical problems will be discussed in greater details.

### **3.4.1 Inadequate Documentation and Recording Practices**

The analysis of the systems in GK using the McKinsey 7S framework clearly shows a gap in the systems, specifically the documentation process. For an organization with an escalating growth like GK, the documentation and record keeping practices are especially vital. The proper documentation practices enable GK to keep track of its progress.

At present, the only formal documentation for GK is captured through its GK1World website and GK Unity, the internal system currently being constructed for the GK's management in the national office. These two platforms were developed to serve as part of the database for GK. However, two systems were developed separately. Currently

there is still a limited usage of the GK1World and GK Unity as there were some ongoing improvements to the platforms. Furthermore, in the process of managing international volunteers, the analysis from 7S McKinsey framework shows, similarly, a lack of proper documentation and recording practices.

This lack of formal documentation practices would cripple an effective flow of information as the critical data were not captured and stored. In crucial times when the data is required, it might take a longer time to retrieve the data either from the back of the memory of the volunteer coordinators or the volunteers.

Furthermore, there is no standardization in documentation of the current international volunteer coordinators like Mr. Paolo Domondon and Mr. Jonathan Wittig. Since these coordinators have their own system in documenting and keeping track of the progress of the volunteers, it is difficult to share information effectively. As such, this leads to information asymmetry, miscommunication and the coordinators may not be able to obtain adequate information to plan for the volunteers' activities for instance.

To illustrate, a lack of communication as such would possibly give rise to approving a duplication of similar projects. Hence, a poor communication within the coordinators of GK itself would adversely affect the efficiency of GK's operations as a whole. This problem of a lack of documentation is tightly linked to the second problem that pertains to communication, which will be elaborated in the section below.

As such, in order to keep up with GK's growth, it becomes imperative to include a formal documentation practice. This would be an essential feature as GK grows larger and would take GK's IT expertise to a higher step as a good documentation practice would require greater IT skills and efficacy.

### **3.4.2 Glitches in Communication**

As briefly mentioned in the section above, like in any organization, communication is essential to ensure the effectiveness of the operations of GK. With GK's expansion, communication emerges as one of the biggest challenges in GK organizations. As the current system in GK do not provide for information sharing, it is imperative that the essential information is communicated across to the relevant parties. This is crucial as to ensure that the strategies of GK are implemented. Nonetheless, this gap in the 7S results in glitches in communication between the GK staff of different levels, as well as between the GK staff and the volunteers.

#### **Among GK coordinators**

As highlighted in the SWOT analysis, the GK staffs are more inclined towards informal communication. In line with the Filipino culture, the informal communication method is effective in a small and medium organization. Nonetheless, as GK experiences the rapid growth and expansion, this communication style presents as a problem for GK. In order to facilitate coordination, every staff must be informed about relevant project's progress.

Currently, although telephone calls and face-to-face meetings are convenient modes of communication, the intended recipients are limited. With operations across the globe and coordinators based in other countries like Singapore and the United States, such methods would not be efficient in the objective of broadcasting the same information. As such, this would result in a lapse in conveyance of information and could possibly lead to miscommunication.

### **Among GK coordinators and volunteers**

The problem in communication seems more severe in the coordination between GK staffs and GK volunteers, especially international volunteers. Distance and the lack of continuous contact and updates hamper the communication process. This problem of communication varies in degree throughout different stages of volunteerism.

Firstly, in the planning and preparation stage, there is a lack of communication of sufficient information about GK to the international volunteers. This is a very important aspect for the international volunteers especially in the planning stage, including itinerary planning stage, as the volunteers are travelling to the Philippines for the immersion or research trip. At present, information is only shared on a need-to-know basis. Therefore, the volunteers would not obtain sufficient information prior to their trip unless they directly contact the GK coordinator.

This was further substantiated through the results of the survey, as presented in the earlier section, whereby 56% of the respondents noted that there was insufficient information

given to them prior to their immersion trip. Moreover, there were also glitches in communication also led to setbacks in itinerary planning, as seen in the survey results, whereby a large majority of the respondents noted that there is a lack of customization and constant amendments of the itinerary prior to their trip. As such, given that the GK staff is already overworked, this repetitive communication of the information is deemed to be redundant and could result in further inefficiency of GK's operation.

Secondly, throughout the volunteers' stay in the Philippines, an ongoing communication would be required. Nonetheless, as there is no physical barrier, the GK staffs were able to communicate effectively while the volunteers are in the Philippines. Close monitoring and constant communication are essential to ensure that the programs are implemented effectively. Similarly, the progress update and feedback on the project from the GK staffs are vital for the volunteers to achieve best results.

### **3.4.3 Capacity Constraint**

The current system, where Mr. Paolo Domondon is solely responsible for the coordination of international volunteers, is foreseen to face capacity constraint. This is especially the case when the coordination is done and recorded manually by Paolo while the number of international volunteers is increasing at a rapid rate.

The coordination of international volunteers requires time consuming liaison and arrangements between volunteers and relevant parties. At any given time, there are only a certain number groups, typically three to five that Mr. Domondon can handle. When the

number of groups exceeds the limit, backlog and delays may occur. Consequently, this means that volunteers might have to wait for a longer processing time until the backlogs are cleared. This problem of capacity constraints had led to the untimely responses from Mr. Domondon to the volunteers, as suggested by the results from the survey. It was also difficult to get hold of Mr. Domondon due to his heavy responsibilities in GKHi, which include recruiting and managing volunteers and other responsibilities in GK such as organizing events and acting as the Assistant Manager of GKHi.

Therefore, in the absence of any back-up alternative, there seems to be an over reliance on Mr. Domondon for international coordination. In the event that Mr. Domondon is excused from his role, there would be no alternative contact person that possesses both sufficient accesses to the various parties in the Philippines and also the experience to meet the needs of an international volunteer coordinator.

With all these responsibilities, it is inevitable that Paolo is indeed overloaded with work. There is a need to therefore, manage this capacity constraint if GK were to cater to the increasing number of international volunteers in days to come.

### **3.4.4 Weak Retention Scheme for International Volunteers**

A crucial aspect of volunteer management but seems to get overlooked by GK, is volunteer retention. At present, there are over 1000 of international volunteers from all over the world coming to the Philippines each year, but only a small proportion of them would come back. This, therefore, surfaces as the fourth problem for GK, specifically the weak volunteer retention program in GK for its international volunteers.

Unlike the local volunteers who can do voluntary work on a regular basis with GK, international volunteers have more difficulty in getting information from GK and contacting GK staffs. Due to the constraint presented by physical distance, it is more difficult to keep in touch with the international. This is further exacerbated with the lack of a proper documentation of volunteers and a formal retention policy.

In many cases, international volunteers go for immersion trips in the Philippines, spend a few weeks or even months there and get inspired from GK villagers. This source of inspiration and empowerment, however, fades away with time, especially when the volunteers are pre-occupied with their busy lives. As quoted from Darryl Wilson, a volunteer from Canada who spent six months with GK in the Philippines, the burning passion was eventually diminished once he went back to his home country. Hence, this is a crucial issue for GK to address.

Aside from the feedbacks from the international volunteers after their immersion trips, there is not much follow-ups from the GK coordinators. This is partly due to the fact that

GK is understaffed and the lack of communication between GK coordinators and volunteers, which were discussed in the earlier sections. As a result, there could be a waste of potential resources, particularly, the volunteers' expertise and experience. Upon completion of their projects with GK, teams of international volunteers are not updated with GK's news and activities. Therefore, many of them do not involve in GK's activities again.

Thus, to keep volunteers active and reignite their passion of helping the poor, it is essential for GK to develop a meaningful volunteer retention program. Volunteer retention is the best and economical way to increase volunteer base. Hence, GK should take this problem seriously in order to make their volunteer management program more successful.



# PART THREE

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## SOLUTIONS AND RECOMMENDATIONS

## **CHAPTER 4: GK VOLUNTEER INTEGRATED SYSTEM**

### **4.1 Introduction to GK Volunteer Integrated Platform (GKVIP)**

In order to address the problems of communication, documentation, recruiting and retention as well as their associated risks, our group proposes a web-based centralized database system known as GK Volunteer Integrated Platform (GKVIP). As the name suggests, the GKVIP is a central database to store all important information related to volunteer management activities of GK. Furthermore, this system is expected to be an integrated, common platform, which facilitates communication and data sharing between GK coordinators and volunteers.

#### **4.1.1 GKVIP Features and Functions**

This section presents the basic features and functions of GKVIP. As a typical corporate system, GKVIP possesses the basic features of information storing like a master database. In addition, there are unique features dedicated to facilitate efficient volunteer management. The table below summarizes the features/functions of GKVIP as well as the objectives.

Functions/Features	Objectives
<p><b>1. Information features</b></p> <ul style="list-style-type: none"> <li>• Site information: Information of GK site, including location, site description, site building and development progress, and the current needs of the site</li> <li>• Project information: Information of the past and current available projects in different sites, project description, project progress (via Project Progress Bar), duration and available vacancies for projects. Projects can be categorized either by sites or by GK's 7 programs.</li> <li>• Volunteers information: Volunteers' personal information captured during registration, group project progress, special requests and feedbacks</li> </ul>	<ul style="list-style-type: none"> <li>• To store, document important information which will be shared between different parties.</li> <li>• To better coordinate the volunteering process using an automated system that can capture and disseminate information in a more efficient manner.</li> </ul>
<p><b>2. Registration</b></p> <ul style="list-style-type: none"> <li>• GKVIP will provide an internet based registration platform for volunteers when they want to enroll in voluntary service with GK</li> <li>• Volunteers can choose projects listed on the website or suggest their own projects</li> <li>• Each volunteer will have a personal account</li> <li>• Each team will have a team code and a team account managed by the team leader</li> </ul>	<ul style="list-style-type: none"> <li>• To capture and store volunteers information as well as to keep track of their on-going projects as well as retention in the future.</li> <li>• To eliminate current cumbersome manual registration process, reduce meeting time, minimize errors and reduce the workload for coordinators.</li> </ul>

<p><b>3. Automatic Suggestion of Itineraries (Volunteers)</b></p> <ul style="list-style-type: none"> <li>• Server automatically suggests recommended schedules/itinerary based on existing information updatable by province coordinators or GK offices and input information from volunteers.</li> <li>• Server uses logic algorithm to filter away clashing itineraries or ill-advised algorithm (e.g. night events followed by morning volunteering, leaving volunteers too tired)</li> <li>• Allow volunteers to customize/alter/amend suggested itinerary</li> </ul>	<ul style="list-style-type: none"> <li>• This process will come when volunteers sign up for immersion trip in the Philippines.</li> <li>• To improve and speed up the itinerary planning process through the use of logic algorithm to avoid clashing events and poor planning.</li> </ul>
<p><b>4. Management of Itineraries (Coordinators)</b></p> <ul style="list-style-type: none"> <li>• Server enables province coordinators to interact directly with any customized itinerary and allows editing using drag-and-drop function. The system is also able to advise coordinators time and resource constraints of projects chosen.</li> <li>• One-click itinerary approval which also automatically forwards requests to village coordinators, GK officers at local sites for arrival preparation and arrangement of accommodation or transportation.</li> <li>• The system can generates relevant documents for volunteers to request for visa to The Philippines or to negotiate for more affordable travelling and accommodation price from companies that have special discount for GK volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• To increase the efficiency of planning process and to allow coordinator to monitor the entire process better.</li> <li>• Coordinator will have more time to concentrate on major objectives of the organization and leave the tedious work to the system to handle, eliminating the need for memorizing hard facts</li> </ul>

<p><b>5. Schedule Management</b></p> <ul style="list-style-type: none"> <li>Allow volunteers to manage and share their schedules online. For example, Province Coordinator can match their team schedule with itineraries submitted by volunteers, and communicate the time points with his care-taker team</li> </ul>	<ul style="list-style-type: none"> <li>To automate and accelerate coordination between team members.</li> <li>To document the activities by GK province coordinators and the care taker teams.</li> </ul>
<p><b>6. Progress Management:</b></p> <ul style="list-style-type: none"> <li>Allow National office / Province Coordinator to manage and update the progress of various projects in different sites. The progress will be available to province coordinators and GK national office via reports and interactive charts.</li> </ul>	<ul style="list-style-type: none"> <li>To enhance internal communication and management of project progress among GK coordinators across different levels.</li> </ul>
<p><b>7. Site needs assessment update</b></p> <ul style="list-style-type: none"> <li>Local coordinators can collate and upload current site's voluntary request onto the GKVIP as part of the quarterly needs assessment</li> <li>GK national coordinators can approve the assessment or reroute it to higher authority as per hierarchy if the approval is out of their discretion.</li> <li>After the needs assessment and voluntary's requests are approved, site progress information on GKVIP will be automatically updated and published to volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>To facilitate the needs assessment/request process between local offices, magistrate offices, country offices and the headquarters so as to reduce waiting time and avoid messy approval issues.</li> <li>To give volunteers up-to-date site information to facilitate their voluntary decision making.</li> </ul>

<p><b>8. Comprehensive Post-trip administration</b></p> <ul style="list-style-type: none"> <li>● <b>Volunteers</b> <ul style="list-style-type: none"> <li>○ Allows volunteers to post feedbacks and their inspiring stories on the website/forum</li> <li>○ Allows volunteers to list site needs they observed while at their trip and send them to province coordinator for review</li> <li>○ Feedback forms with relevant information will be automatically routed to respective categories and data will be collated into respective statistics for evaluation</li> </ul> </li> <li>● <b>GK Coordinator</b> <ul style="list-style-type: none"> <li>○ One-click customized certificates and appreciation letters</li> <li>○ Notification of new feedbacks awaiting for approval</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● For volunteers: To provide a platform for them to discuss, post their feedbacks and share their experience. This platform also serves as a recognition channel for volunteers since their stories are read and commented by other fellow volunteers.</li> <li>● For coordinators: To evaluate/manage project progress and to keep in touch with volunteers.</li> </ul>
<p><b>9. Social media features</b></p> <ul style="list-style-type: none"> <li>● Discussion forum for volunteers</li> <li>● GKVIP blog that features inspiring stories and photos / videos</li> <li>● News on latest projects are constantly updated</li> <li>● Publish updated GK volunteer activities to social networking sites, affiliates weblogs and social bookmarking sites/news sites, and newsletters to signed up volunteers</li> </ul>	<ul style="list-style-type: none"> <li>● To retain experienced volunteers, recruit new volunteers and to engage the public through social media</li> </ul>

<p><b>10. Integration with other websites and systems</b></p> <ul style="list-style-type: none"> <li>The system will be able to integrate and communicate with other existing GK websites, GK Unity, Government or Partners</li> </ul>	<ul style="list-style-type: none"> <li>To allow future development and integration of GKVIP with other systems.</li> </ul>
<p><b>11. Open system</b></p> <ul style="list-style-type: none"> <li>More features can be added over time when the needs arise as GK go through different development periods</li> </ul>	<ul style="list-style-type: none"> <li>To allow flexibility in GKVIP development and multiple, simultaneous collaboration</li> </ul>

## 4.1.2 GKVIP Users' Manual

For the relevance of the users, this section details a user manual for the GKVIP system which explains the roles, expectations and responsibility of each respective user group. The manual is presented separately according to its two largest user group: GK Coordinators and GK Volunteers.

- **Coordinator's manual:** GK coordinators are sub-organized into National (GK International Coordinator), and Province/Village coordinators. These distinct levels of coordinator have different roles, responsibilities and authority; hence their user accounts are different.
- **Volunteer's manual:** The manual for Volunteer presented in this part is catered for international volunteers to facilitate communication with GK International Coordinators and GK Coordinators in the Philippines.

# **COORDINATOR'S MANUAL**

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**Gawad Kalinga Volunteer Integrated Platform (GKVIP)**

## **I. RESPONSIBILITY OF NATIONAL COORDINATORS**

### **1. Set long term vision and strategy**

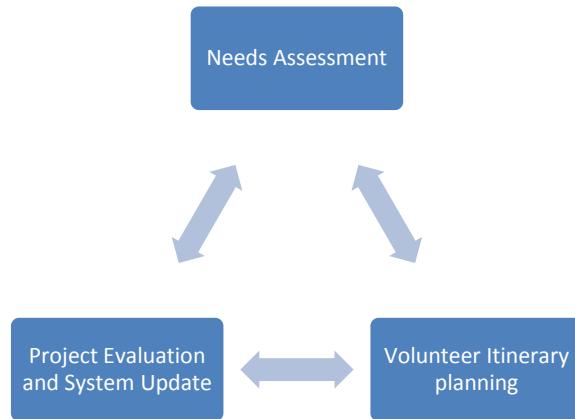
GK National Officers are responsible for shaping, promoting and communicating GK's image and reputation to volunteers. GKVIP reserves sub pages named "About Us" and "Mission and Vision" for this purpose. The content that GK National Officers can upload to these subpages includes:

- What is GK about? Its mission and vision, reliability and its sustainability.
  - From annual summit, GK National Officers will update their annual goals and approaches to achieve their objectives as well as short term plans and long term direction for development.
  - Publish and recognize any research papers about GK that volunteers have done.
2. Authorize matters forwarded from subordinate levels.
- Bring up problems forwarded by provincial and district levels
  - Approval and decisions for respectively sites would be reflected and updated in the system
3. Represent and promote GK's reputation in terms of volunteerism. The national office will be able to perform public relations functions like the following:
- Periodical articles highlighting important events, projects, activities
  - Publish inspiring stories and testimonials from volunteers
  - Support province level in writing compiling project descriptions.

4. Monitor and recognize volunteer coordinators
  - Check project reports uploaded by province coordinators to spot problems and take immediate actions
  - Recognized outstanding coordinators “Coordinator of the month (or year)”
5. Source for willing support from corporate
  - GK National Officers can partner with companies that can facilitate volunteers' trip such as airlines, hotels, insurance companies.
6. Design internship and propose research topics for academic purposes
  - Identify areas in need of research based on long term direction
  - Review suggested research topics from volunteers and propose any changes to align them with GK's needs in research
  - Published and open for further studies.

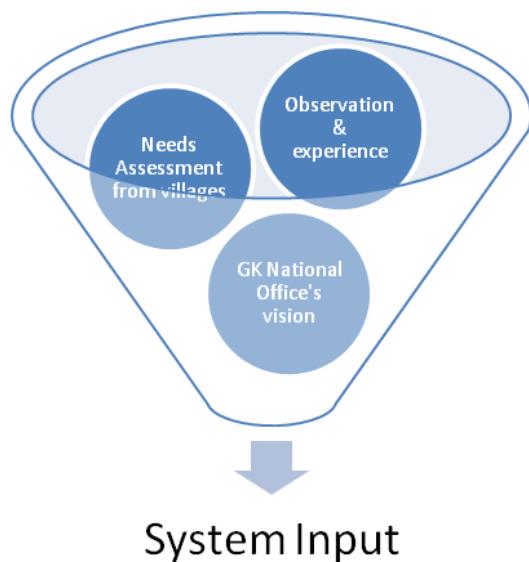
## II. RESPONSIBILITY OF PROVINCE COORDINATOR

Based on basic functions of a province coordinator, the system can assist him in the following tasks: Need Assessment, Volunteer Itinerary Planning and Project Evaluation & System Update.



### 1. Need Assessment

This is the first step to build up the database in the system because information collected from needs assessment is important source for coordinators to come up with new projects to be published on the system.



Need assessment is derived from the observation and experience of province coordinator himself, from quarterly needs survey from village levels and most importantly, these needs must be in line with GK National Office's long term vision.

The procedure of feeding needs assessment to the system involves these following steps

**Step 1:** Collect already collated data from villages' quarterly needs assessment forms

**Step 2:** Categorize data based on level of significance

If the matter is within a province coordinator's authority, he can automatically decide and update the system accordingly

If the matter is beyond his authority, he should escalate to higher level authorities (e.g. National Level)

**Step 3:** Come up with volunteer projects based on needs assessment

**Step 4:** Categorize by projects by Sites or 7 Main programs and rank program priorities for each site

**Step 5:** Update each project by number of volunteers needed, time period, current progress and description. For description of each project, province coordinator can contact National Office Public Relationship officer for more input.

## **2. Volunteer Itinerary Planning**

Volunteer Itinerary Planning is when province coordinators act as a catalyst to guide volunteers throughout their engagement with GK from registration stage, preparation stage to implementation and finally post trip stage. This function

facilitates volunteers' involvement with GK, maintain relationship with volunteers and promote GK as a good destination for volunteers.



## ***2.1 Registration stage***

- After choosing time and projects, volunteers will be suggested an itinerary by the system. In case they want to customize suggested itinerary, it will be transferred to To-Be-Review Folder viewable by province coordinator for consideration.
- Based on available resource and schedule, province coordinator can try his best to customize itineraries according to their requests. If it is not feasible, province coordinator can suggest other changes and communicate back to volunteers.
- When there is no more amendment needed, province coordinator will confirm itineraries and upload into the system

## ***2.2 Preparation stage***

- Province coordinator should contact respective village coordinators, and ensure people to pick up volunteers at the airport or to accommodation arrangement.
- GK can partner with airlines, hostels and insurance companies to make volunteerism more affordable. Province coordinators can assist volunteers with legal documents
- Province coordinator should keep in touch with volunteers to answer their queries in a timely manner. Volunteers should be advised to read GK Guide book for preparation.

## ***2.3 Implementation stage***

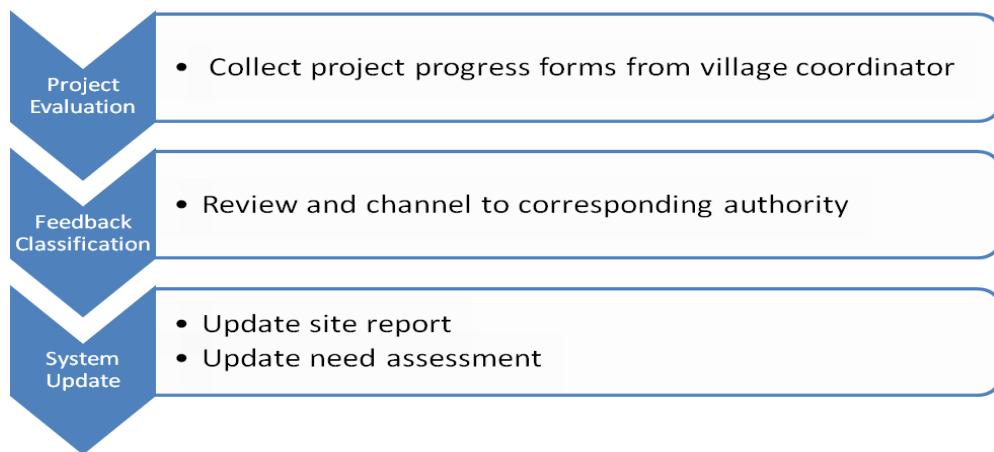
- Province coordinator to monitor progress of volunteers with village coordinator to ensure the needs of itinerary are met.

## ***2.4 Post trip stage***

- Province coordinator could provide recognition of contribution like certificate and keep them informed with newsletters.

### **3. Project Evaluation and system update**

This function is for internal review to promote good practices and improve on weaknesses to enhance effectiveness in volunteer management



#### ***3.1 Project Evaluation***

- Volunteers will be asked to fill in online project progress forms to report what they have done during their trip and any suggestion for improvement. These forms will be forwarded to province coordinators for review

#### ***3.2 Feedback classification***

- From volunteers' feedback, province coordinator can judge the validity of those suggestions. Depending on the importance of the suggestion, province coordinators can either approve it himself or forward to higher level for further consideration

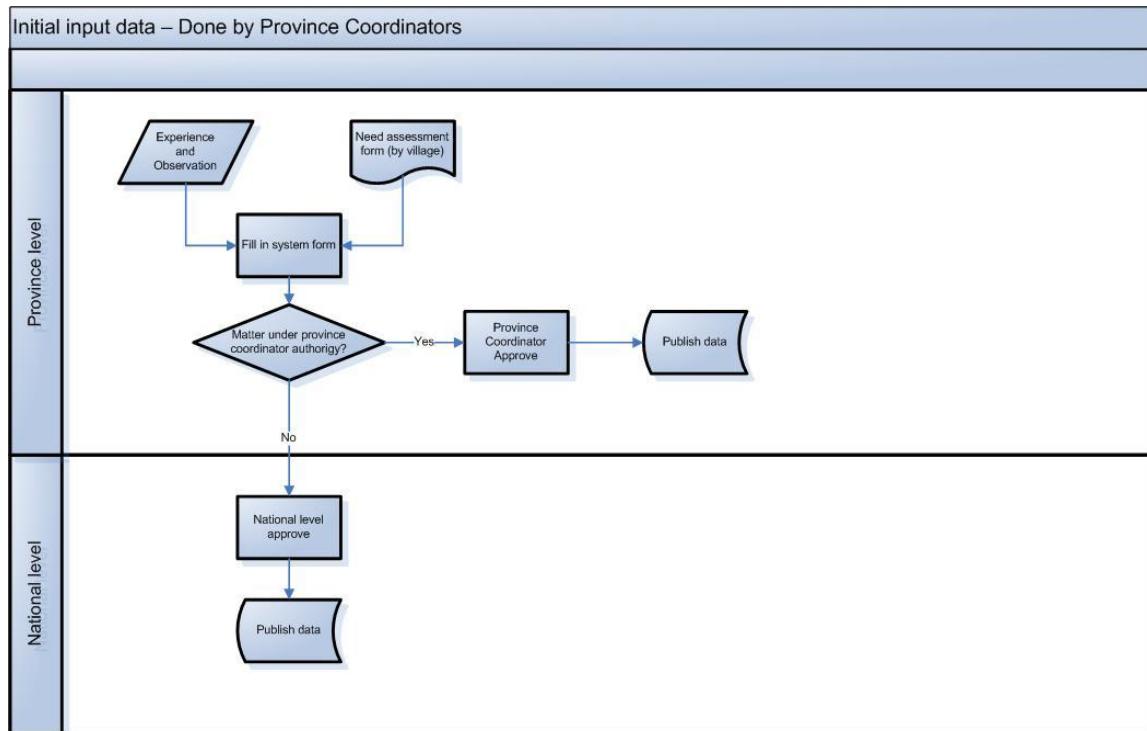
### ***3.3 System updates***

- Province coordinators will update the system regarding project progress, new suggestions together with any needs assessment like in the first function (Needs Assessment)

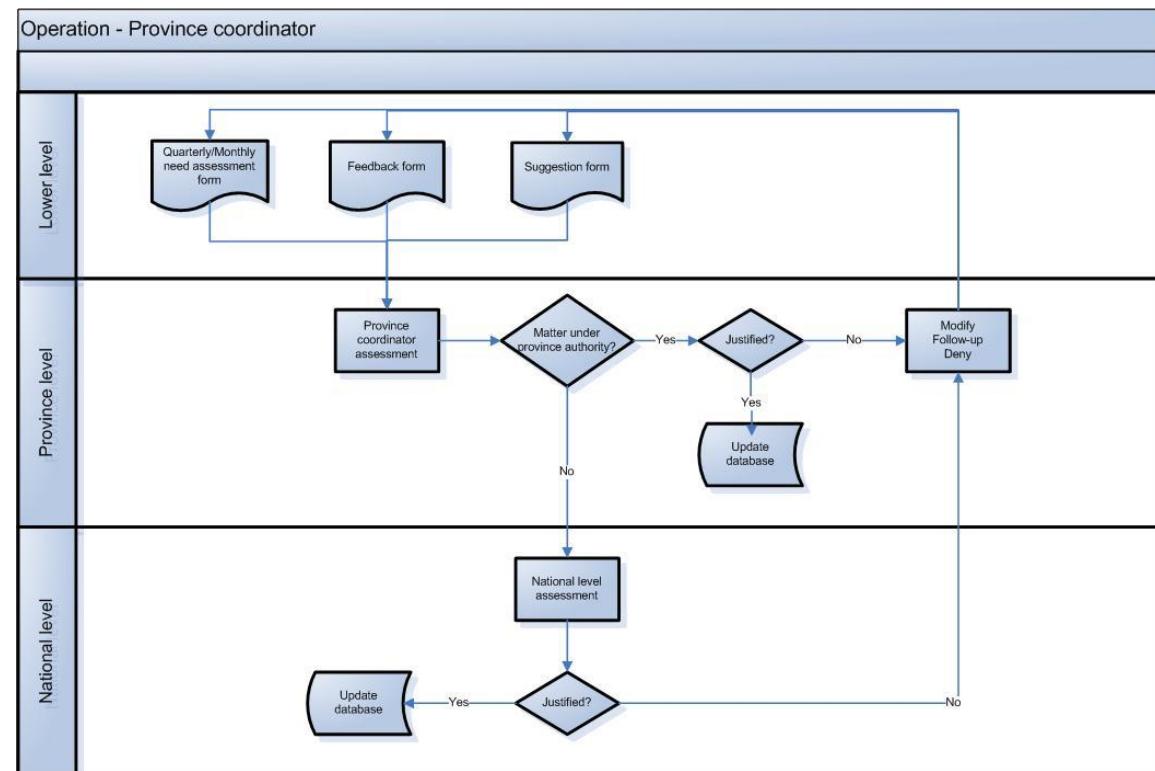
## **III. VILLAGE COORDINATORS**

1. Conduct need assessment survey in local village and utilize the templates in the system to collate data, and submit to province coordinators
2. Keep in touch with volunteers
3. Handle documentation of any relevant materials

## Initial data input



## Data input and process during operation



# **VOLUNTEER'S MANUAL**

---

Gawad Kalinga Volunteer Integrated Platform

From a volunteer's perspectives, the proposed information system and database should assist in the following aspects:



## 1. Information Search

GK welcomes volunteers from all over, local and abroad. For volunteers who wish to immerse themselves in a GK village for a period of time, this system aims to provide with necessary information to best accommodate to the volunteers' objective and what GK has to offer.

Each GK village is unique in its own way. Apart from geographical area, they differ in their needs for development and progress of developing projects contributed by volunteers and the villagers.

The information the system aims to provide includes:

### ***1.1 Introduction to GK***

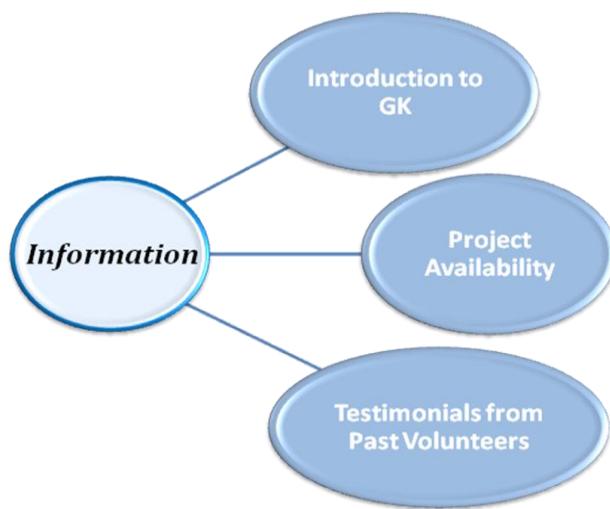
- Prospective volunteers could obtain information about GK from the home page with information regarding GK history, GK leaders, GK vision and mission.

## ***1.2 Project Availability***

- GKVIP also provides information pertaining to the project availability in terms of the needs of the sites, the progress of the current projects as well as the number of vacancies in each site and project.
- Volunteers could also obtain information about each site and project that facilitates their decision on the site/project to partake.

## ***1.3 Testimonials from Past Volunteers***

- Finally, in order to further inspire and motivate the prospective volunteers to embark on their journey with GK, there is also feedback provided by the past volunteers through their testimonials and sharing of experiences.



## **2. Registration**

Upon completion of the preliminary information search, the system enables the volunteers to register for their trip to the GK villages online. The procedure in the registration includes:

**Step 1:** Decide on a site/project to participate

**Step 2:** Fill in and submit the registration form

**Step 3:** The system will auto-generate a suggested itinerary for the visit

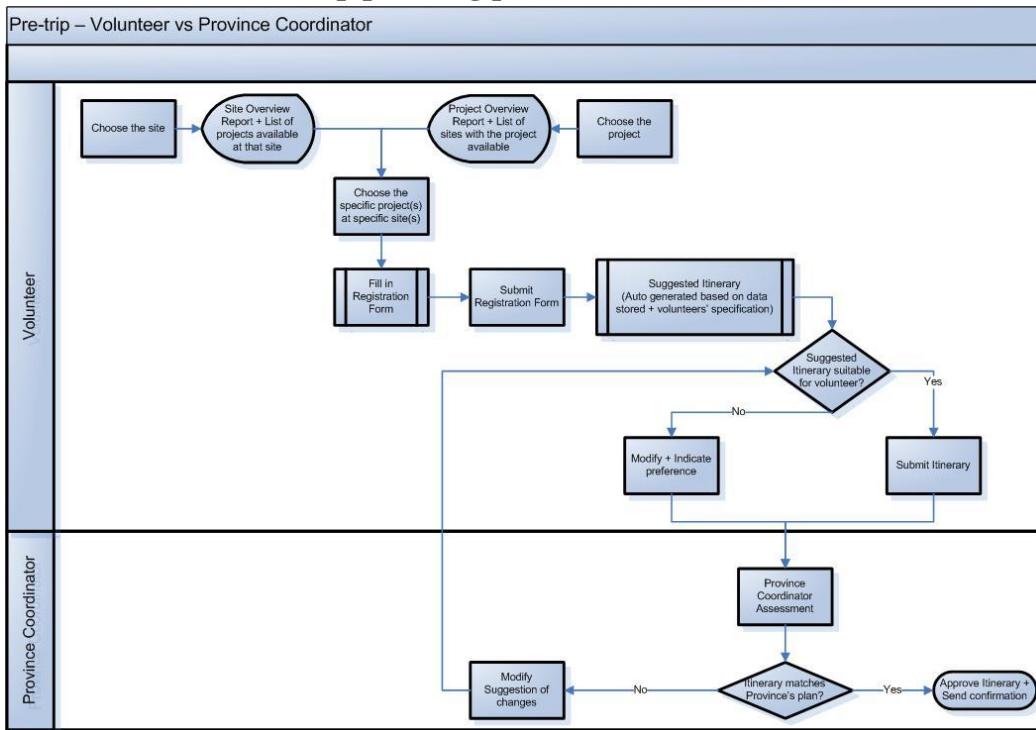
**Step 4:**

- If volunteers agree to the suggested itinerary, click the SUBMIT button.  
Registration complete. Any further inquiry can be submitted through the system
- If volunteers want to customize their itinerary, they can liaise with province coordinators to have further amendment by filling in the box for “Itinerary Customization” and send to province coordinator.

**Step 5:** Confirm itinerary with Province Coordinator

**Step 6:** Registration complete. Any further inquiry can be submitted through the system

## Pre-trip planning process for volunteers:



### 3. Post-trip Feedback

Sharing of experiences is a valuable source for advocating and inspiring others to join in the journey of GK for a better world. After an enriching trip to the GK sites, the system will auto-generate emails to the past participants to engage and invite them to impart their knowledge and experience in the GK sites as well as suggestions for improvement via two main channels: Testimonial and inspiring stories and Suggestion forms

#### 3.1 Testimonials and Inspiring Stories

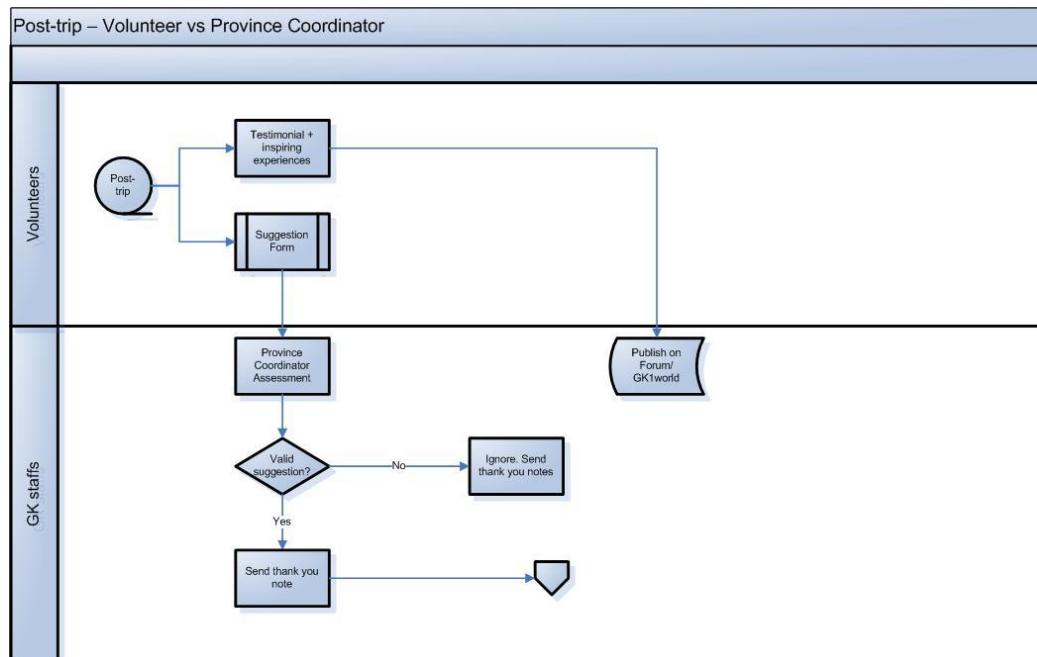
- In terms of marketing, word of mouth is considered as one of the most effective means to influence others. The stories and testimonials will then be published on the GK Forum and forwarded to the GK coordinators.

- With the personal experience and testimonials from the past volunteers, the benefits are two-folds. Firstly, for the past volunteers themselves, this enables them to reflect on what they have done in the GK sites and further motivate them to continue on their journey with GK. Secondly, these testimonials and inspiring stories are essential in inspiring others to embark on the journey for a better world.

### **3.2 Suggestion Forms**

- As part of a continuous improvement in GK, the past volunteers are encouraged to participate in the feedback mechanism. Through their time spent in the GK villages and volunteering experience, the volunteers could suggest some improvements and comments on the procedures using the suggestion forms, in good will for the betterment of GK

#### **Post-trip feedback and testimonial**



#### **4.1.3 GKVIP demonstration - A static version with Joomla!**

After designing the features and functions of GKVIP, we developed a simplified static version of GKVIP using Joomla!, an open source portal framework. The Joomla! site was to illustrate the main features of the prototype to help viewer imagine how the user interface of a real GKVIP looks like. The buttons and links were, however, not functional due to the limitation of the host. This static prototype was hosted live from 12th September 2009 for approximately 2 month.

Below are the screen shots of different features presented in Joomla! prototype. The sequence of pictures is presented as following:

- Main page
- Program introduction
- For volunteers
- For coordinator
- Contact us

## Main Page

The screenshot shows the main page of the NUS Biz Team website. At the top, there is a navigation bar with links for Edit, View, History, Bookmarks, Tools, and Help. The address bar shows the URL <http://localhost/>. Below the navigation bar, the page title is "NUS Biz Team". On the left, there is a logo for "GKAWAD KALIBAG". The main content area includes:

- A banner image showing a group of people smiling.
- A sidebar with a red circle around the "Hot projects" section, which contains a yellow cube icon and text about ongoing projects like Building community villages, Teaching children, and Social works.
- A sidebar with a red circle around the "About GK" menu item, which lists About GK, Mission & vision, 7 programs of GK, Recognition, Financial statements, and GK board.
- A sidebar with a red circle around the "Today's Poll" section, which asks "How many times have you done charity projects?" with options: More than Five, Two or Three, Just one, and No at all. It includes "Vote" and "Results" buttons.
- A "Welcome to our site!" message with a "click" button.
- A "For volunteer" section with a "Join" button.
- A "This website is designed by us - the NUS VMP Team and Dio Phung. It is a prototype to demonstrate our ideas for a centralized system that can facilitate monitoring and information flow. Our target initially will be International Volunteers and GK sites which are capable of receiving international volunteers. If the system succeeds, we will propose Manila to adopt it for GK in the Philippines." paragraph.
- A "Basically, the website will provide basic information about GK (similar to GK1MB and GK1world). But on top of that, there will be unique features that can help facilitate GK activities such as:" list, which includes items like Account management, Schedule Management, Progress Management, Forum, What's hot, Airline and accommodation booking, Interactive map, Communication with other websites, and Open system.
- A note: "The website features are under construction and we haven't got a underlying database yet. Feel free to explore and give us feedback so that we can build it BIGGER and BETTER."
- A "Thank you for visiting :)" message.
- A "On behalf of the group," message from Nguyen Phan Huyen Anh, Annie.
- At the bottom, there are links for About us :: Contact us :: Copyright (c) 2009 - GK 1 Million Builders.

## Program Introduction

View History Bookmarks Tools Help

C X http://localhost/index.php?option=com\_content&view=article&id=9&Ite ☆ - Google

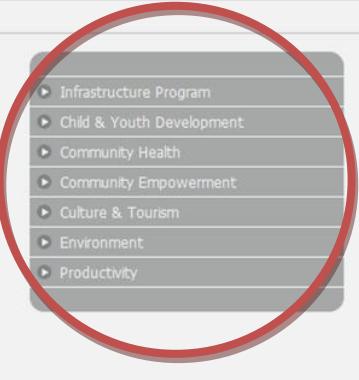
NUS Biz Team

A A A search...



Home Programs For volunteers For staff Contact us Log in





- ▶ Infrastructure Program
- ▶ Child & Youth Development
- ▶ Community Health
- ▶ Community Empowerment
- ▶ Culture & Tourism
- ▶ Environment
- ▶ Productivity

**Tutorials**

Under construction...

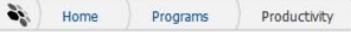
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## Program Introduction - Productivity Program

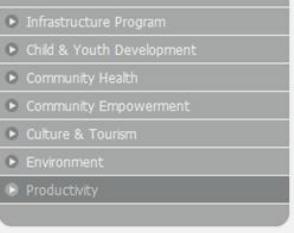
NUS Biz Team A A A  search...



[Home](#) [Programs](#) [For volunteers](#) [For staff](#) [Contact us](#) [Log in](#)







### Productivity Program

GK's Food Sufficiency Program, known as Bayan-anihan (BA) is the solution to hunger in the Philippines. For starters, BA seeks to build 2,500 farms in the next 3 years which will feed 500,000 people for life. Bayan-anihan empowers the communities to produce their own food through their own GK farms.

Bayan-anihan gained learnings by launching 20 model farms in partnership with corporations - Selecta, Globe, Shell and Wyeth. A simple farming model was piloted and was proven to provide sufficient food for the families in GK communities. It was confirmed that teaching people to farm allows them to be more self-sustaining and will ensure that their families will not go hungry again.

Bayan-Anihan is committed to eradicate hunger in the Philippines by establishing sustainable food sufficiency programs through multi-sectoral partnerships.

The Department of Agriculture in the Philippines became the first partner of Bayan-anihan. They provided the seeds and farm inputs to start the program. The Agricultural Colleges Association of the Philippines later committed to assist in the training requirements of the program through its member's students and faculty. GK volunteers assist the kapitbahayan (GK residents) in caring for their farms.

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## For Volunteers: Join Page

The screenshot shows a web browser window with the URL [http://localhost/index.php?option=com\\_content&view=article&id=29&It](http://localhost/index.php?option=com_content&view=article&id=29&It). The page title is "Pre-trip search". The header includes "NUS Biz Team" and a navigation menu with links to Home, Programs, For volunteers, For staff, Contact us, and Log in.

The main content area features a banner with children and the text "WELCOME TRAINING VILLAGE". To the right is a sidebar menu with links: forum (highlighted with a red circle), Join projects, Feedback, Inspiring stories, Airlines promos, and Accommodation.

Below the banner is a section titled "Pre-trip search" containing a flowchart titled "How it works? – Volunteer Sign up". The flowchart details the process from choosing a province to finalizing preferences. A red circle highlights the "Search" button at the bottom left of the flowchart area.

A note below the flowchart states: "The volunteer will be allowed to search for the project using search function here. For example, he enter a query to search by site (hit search button to see the site list)".

At the bottom of the page, there is footer text: "About us :: Contact us :: Copyright (c) 2009 - GK 1 Million Builders".

## For Volunteers: Project Listing

Volunteers to choose the projects listed by GK Coordinators

NUS Biz Team

A A A search...

**SAWAD KALINGA**

Home For volunteers Join projects



Forum  
Join projects  
Contribution  
Feedback  
Inspiring stories  
Airlines promos  
Accommodation

### Site list

List of sites (as search result) - allow volunteer to choose the specific site

- [1. Mandaluyong City – Metro Manila](#)
- [2. Pinagsama Village, Western Bicutan, Taguig City](#)
- [3. Libmanan village – Libmanan city](#)
- [4. Iriga village – Iriga city](#)
- [5. Naga city – Metro Naga](#)

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For example, a volunteer choose project number 2 – Mandaluyong City in Metro Manila

Project description will appear:

NUS Biz Team A A A search...

**GKAWAD KALINGA** Home Programs For volunteers For staff Contact us Log in

Home For volunteers Join projects 

► Forum  
► Join projects  
► Contribution  
► Feedback  
► Inspiring stories  
► Airlines promos  
► Accommodation

**Mandaluyong City –Metro Manila**

**1.1 GK Community Infrastructure Program:**

Project 1: Landscaping of common areas  
Number of Volunteers needed: 50  
Duration:January- February, 2008

Project 2: Road Pavement  
Number of Volunteers needed: 50  
Duration:January-February 2008

**1.2 GK Productivity Program**

Project 1: Planting of vegetables  
Number of Volunteers needed: 20

**1.3 GK Child and Youth Development**

Project 1: Sagip tutorial  
Number of Volunteers needed 30

Submit

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After the volunteer clicks “Submit” button, based on pass data, the website will suggest a basic itinerary for the immersion trip. If the volunteer agrees, he will click “Submit”

The screenshot shows a website for "AMAYAER" with a navigation bar at the top. Below the navigation is a photo of four people. To the right is a sidebar with links like "Forum", "Join projects", "Contribution", "Feedback", "Inspiring stories", "Airlines promote", and "Accommodation". The main content area has a heading "Suggested itinerary" and a sub-section titled "How it works? – Volunteer Sign up". This section contains a bulleted list under "Suggested Itinerary":

- Automatically generated based on information filled in by volunteers and similar itinerary of other groups in the past
  - Time arrive, length of stay
  - Venues
- Suggested schedule for each day
  - Basic activities (e.g. 1<sup>st</sup> day – site tour, 2<sup>nd</sup> day: empowerment, 3<sup>rd</sup> day: construction safety training)
  - Personalized activities: allow volunteers to choose from a pool of activities and customize timing for themselves

Below this, there's a note: "Volunteer will be able to choose their own activities:" followed by a detailed itinerary for December 2009:

- NUS – Volunteer Management Program
- November 31, 2009 (5000)  
130pm Arrival  
Philippine Airlines  
Arr. +659742240
- Pick up by Kit via Van 1
- December 1, 2009 (3500/2)  
AM Pinagsama Visit
- December 2, 2009 (3500/2)  
Build house  
4pm Bring them home
- December 3 (5000/2)
- Choose
- December 4 (3500)
- Choose
- December 5 (3500)
- Choose
- December 6 (3500)
- Choose
- December 7 (3500)
- Choose
- December 8 (3500)
  - \* Pick up by Van
  - Intramuros Morning
  - \*Bring to Airport
  - Flight Back

A red circle highlights the "Submit" button at the bottom of the itinerary section.

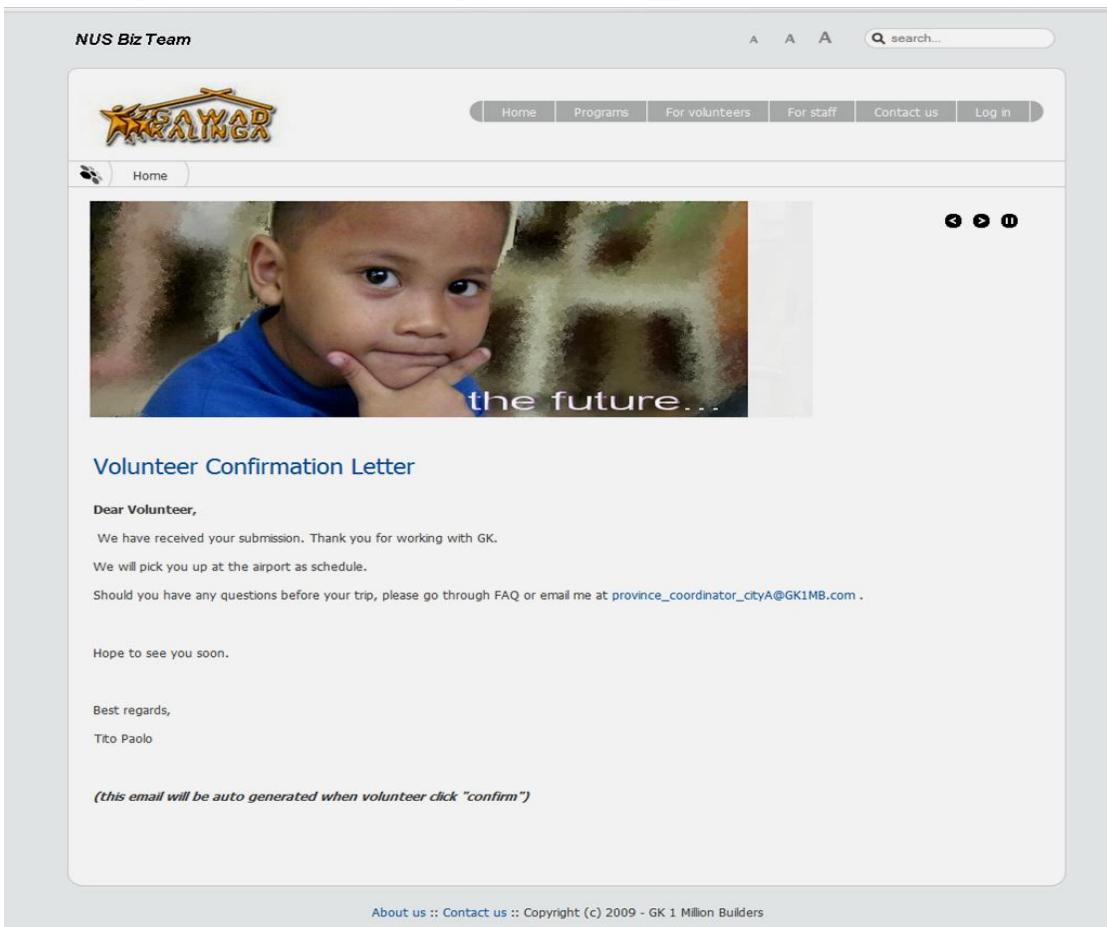
The website then allows the volunteer to customize the itinerary according to his reference.

If the volunteer satisfy with the itinerary, he will choose “confirm” button.

If not, he can “modify” and makes necessary changes.



If the volunteer confirms, a confirmation letter will appear on the screen, and an email will be sent to the volunteer's email account.



## For Volunteer – Inspiring Story

NUS Biz Team

A A A search...

**SAWAO SALINGA**

Home Programs For volunteers For staff Contact us Log in

Home For volunteers Inspiring stories





Inspiring stories

Page 1 of 4

**Article Index**

- Inspiring stories
- Ngoc Yen's story
- Melisa's story
- Ngoc Anh's story
- All Pages

"The trip to GK villages completed my summer with fun, with love and especially with hope. GK is not just a charity; it's a movement – a movement of life transforming. And while helping others with a mean to live, I discovered a new meaning to live for."

*Nguyen Phan Huyen Anh*

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Inspiring story continues...

NUS Biz Team

Home Programs For volunteers For staff Contact us Log in

Home For volunteers Inspiring stories



Forum  
Join projects  
Contribution  
Feedback  
**Inspiring stories**  
Airlines promos  
Accommodation

### Inspiring stories - Ngoc Yen's story

Page 2 of 4

Article Index

- Inspiring stories
- Ngoc Yen's story
- Melsa's story
- Ngoc Anh's story
- All Pages

"...So we started our project with an immersion trip to the Philippines to know about GK and collect data for our project. At a first glance to the schedule, we thought we have to spend most of our time in the office digging information and conducting intense interviews with the officers there. It must be very very tedious.

But the trip turns out to be totally different. We were welcomed with the warmest hospitality of everybody there, from the officer in the airport (he was so helpful when he knew that we came for GK), to our van drivers, the GK volunteers and especially the beneficiaries in GK villages and their children. We didn't feel like foreigners in a strange country but we were more like a member of GK's family.



Allene, president of GK HI told us before that the visit to GK in Philippines transformed her life. I thought she exaggerated it but after our immersion trip we believed that it is really true. Not to the extent of transforming my life but I and other friends in my team just were really inspired by Tito Tony Meloto, by GK Volunteers, with all of their efforts and devotion for helping the poor and we were really touched by the people here. I thought people's souls will wither living in poverty. But no, they are still happy and full of hope. They share what they have with their neighbor, with volunteers like us although they hardly have enough for themselves. But it is GK "less for self, more for others and enough for all"

So we really feel the need to do something for such nice people like them and we also think anyone here can do sth too. I don't have enough words to describe our experience in the Philippines so let the pictures in the slides below tell you. For people who have already been there, we hope to kindle your once memorable time and hope you are motivated to do something. For people who have never been there before, just some hints about what you can do there as a volunteer. You can be a teacher, a holiday maker, a builder and even a vandal. And after all I want to say that: We really had a wonderful trip in our life."

*Nguyen Thi Ngoc Yen*  
National University of Singapore

<< Prev - Next >>

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## For Volunteers – Airline Information and Promotion

NUS Biz Team A A A search...

**GAWAD KALINGA**

Home | Programs | For volunteers | For staff | Contact us | Log in

Home | For volunteers | Airlines promos



Forum  
Join projects  
Contribution  
Feedback  
Inspiring stories  
Airlines promos  
Accommodation

### Airlines

Gawad Kalinga has partnered with many airlines to enable volunteer students to travel to Philippines at affordable price. As long as you are our incoming volunteers and already confirmed your itinerary with us, you are entitled to fly as a discount on these airlines:

	<b>Philippines Airline</b>
	<b>Jetstar Airline</b>
	<b>Singapore Airline</b>

How can I book air ticket to Philippines at discount DISCOUNTS

1. Register as a volunteer    2. Confirm your itinerary    3. Receive your voucher number    4. Book your airline ticket at discount

\*Remember to bring along your invitation letter together with your voucher on the day you depart for verification.

Round Trip     One-Way     Multi-City

From  To

Depart  Flexibility  Return

**SEARCH**

Recent Good Deal Purchased:

- Singapore- Philippines : 750SGD 2 ways
- Paris- Philippines: 1500USD 2 ways
- New York- Philippines: 2000USD 2 ways

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## For Volunteers – Accommodation

NUS Biz Team A A A

 Home Programs For volunteers For staff Contact us Log in



Forum Join projects Contribution Feedback Inspiring stories Airlines promos Accommodation

### Accommodation

Volunteers can book for their accommodation: either with the host or with hotels who are GK partners.

.....

Similar to airline promotion, when booking hotels who are GK partners, volunteers can receive special discount.

Task to do:

- Partnership with hotel
- Booking system in this site/ reference to hotel booking system

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## For Coordinator

NUS Biz Team

A A A search...

**SAWAD KALINGA**

Home Programs For volunteers For staff Contact us Log in

Home For staff



Member list  
Site report

**Staff interface**

For example, Tito Raul at Taguig city has logged in the system. He will be able to retrieve report about his sites from here...

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## For Coordinator: Site Report

NUS Biz Team A A A search...



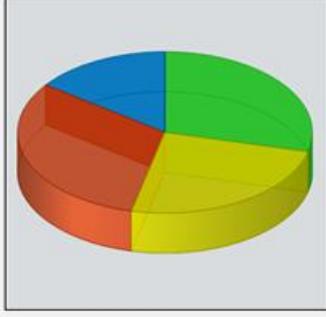
[Home](#) [Programs](#) [For volunteers](#) [For staff](#) [Contact us](#) [Log in](#)

[Home](#) [For staff](#) [Site report](#)



[Member list](#)  
[Site report](#)

### Progress report



Site/Project progress will be presented in form of interactive charts - allow staff to monitor by different sites or different project types.

Ranking of programs' importance:

1. GK CHILD & YOUTH DEVELOPMENT
2. GK PRODUCTIVITY
3. GK HEALTH
4. GK MABUHAY
5. GK KAPITBAHAYAN EMPOWERMENT & VALUES FORMATION
6. GK ENVIRONMENT
7. GK SHELTER

(under construction...)

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## Contact Us

NUS Biz Team

A A A search...



Home Programs For volunteers For staff Contact us Log in

Home Contact us



◀ ▶ ⏸

Contact us

**Administrator**

Administrator

 100 Admin Road  
Dallas  
Texas  
USA

Enter your Name:

E-mail address:

Message Subject:

Enter your Message:

E-mail a copy of this message to your own address

**Send**

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#### **4.1.4 GKVIP Benefits and Risks**

This section shows how GKVIP full scale system can help to mitigate the problems presented in Chapter 3. In addition, potential risks that can hamper the project's success are also addressed. Furthermore, an implementation plan and estimated expenditures will be presented to give GK management a better view about GKVIP

##### ***4.1.4.1 Benefits of the Full Scale GKVIP***

###### **4.1.4.1.1 Matching Prevailing Needs**

Due to limited communication between GK coordinator and volunteers, international volunteers sign up for projects without knowing the priority of the project. As a result, resources might be channeled into less critical projects while the main issues are still not addressed.

GKVIP would be able to provide information such as projects' progress, numbers of volunteers needed and projected time period. Critical projects and GK sites that need urgent help will be highlighted as "hot projects" and "hot sites" to catch volunteers' attention. Given such information, volunteers can match their interests and expertise with the demand of the sites. To do so, volunteers may check for vacancy and timing. Projects with more vacancies would also be filled up more quickly while volunteers can match make their projects according to the time they have available to be physically in the site.

#### **4.1.4.1.2 Documenting and Storing Data**

In order to address the documentation problem, GKVIP captures information relating to the needs of a GK site, project as well as volunteers. They will follow a standardized format to be stored and easily retrieved from the database.

It would be easier to refer to the previous projects and learn from others' experience. For example, a group of volunteers who plan to design interior for some houses in a GK village can search for similar projects that have been done by other groups. Useful information such as previous designs, blue print, potential problems, budgeting, necessary preparation tasks, and useful tips to get started can be easily found on GKVIP.

#### **4.1.4.1.3 Saving Resources**

Both international coordinators and international volunteers spent many contact hours on registration, itinerary, documentation and other processes. Take an example of a group of five members planning a week long immersion trip to Manila. The group meets Paolo at least five times, each time two hours, to run through details pertaining to the trip. With five teams from Singapore, Paolo as the sole coordinator would require up to 50 hours of preparation. This does not include the time spent on arranging itineraries for different groups. With an increasing number of groups coming to the Philippines, the amount of time spent will be multiplied. Hence, this would further exacerbate the problem of capacity constraint that was elaborated in Chapter 3.

When GKVIP is employed, both coordinators and volunteers do not need to spend much time on meetings as they could register and do up their itinerary through the website. Moreover, it is also efficient especially when GK is understaffed.

#### **4.1.4.1.4 Facilitating recruitment and retention**

Since GKVIP is accessible to everyone, it can serve as an effective channel to increase awareness and attract more volunteers from different parts of the world. GKVIP could play an important role in facilitating and speeding recruitment process to meet the demand from increasing volume of incoming volunteers. Registration is designed in simple steps as already mentioned in the Volunteer Manual. Information is comprehensive, logically categorized and represented in an eye-catching way, to create user-friendly interaction for volunteers while registering.

There is also an online guideline from which volunteers can easily find out how to choose and register for the projects they are interested in. With GKVIP, volunteers can individually manage their own information research, project selection and registration on their own without much help from and contact with GK coordinators. Instead of manually and repeatedly working with each group, all a GK coordinator needs to do now is to monitor the registration process through the website.

Furthermore, GKVIP can mitigate retention issues by acting as a two-way communication mode between GK coordinator and volunteers. Volunteers receive update on GK's news and voice their concerns and feedback to GK. These can help GK improve on their weaknesses, correct mistakes and reinforce their strengths. While engaging with volunteers, GK gives volunteers a sense of involvement to stay motivated with GK's course.

#### ***4.1.4.2 Potential Risks***

##### **4.1.4.2.1 Resistance to change**

Filipinos prefer friendly and direct contact which enhances social bonding over indirect communication. That's why they would rather meet up or contact through phones than use emails. Because of this preference, GK may encounter some resistance during the first few months when GKVIP is being in use. Moreover, the change requires some familiarity with computer inputs and emailing. Since most of GK province coordinators are at middle-age and not IT savvy, it would be difficult for them to work with GKVIP

To solve this problem, formal training can be used to equip coordinator with knowledge about GKVIP as well as the new working procedures. Basic technological training like emailing, downloading and retrieving information from GKVIP needs to be conducted. If it is possible, GK may need to give them a few-month-trial before the official launch of GKVIP so that they can gradually become familiar with the new system.

##### **4.1.4.2.2 Cost of creation and maintenance:**

Apart from the costs of training and equipments, GKVIP is costly to build and even more costly to maintain. One vendor, Social Media Pte Ltd, estimated the cost of creating GKVIP to be SGD 25,020 (Appendix 8) which is beyond the budget of this project.

#### **4.1.4.3 Project Implementation timeline**

The table below presents GKVIP project timeline with estimated duration for each phase.

Except Phase 1 to 4 which have been done by our group, the duration for implementation phases from 5 to 8 are estimated based on the assumption that there is one skillful coder working full time for this project. Actual Start date and End date for phases 5 to 8 depend on GK management to decide when the right time to implement the full scale GKVIP is.

Item	Task name	Duration (days)	DD-MMM-YY	
			Start date	End date
	<b>PHASE</b>			
<b>1</b>	<b>Requirements (done)</b>	<b>20</b>	15-Aug-09	4-Sep-09
1.1	Meet GK Coordinator for gathering requirements			
1.2	Study existing systems and workflows			
1.3	Propose solution and plan			
1.3.1	Propose new system and workflow			
1.3.2	Formalize proposal into documentation			
<b>2</b>	<b>Planning (done)</b>	<b>25</b>	5-Sep-09	30-Sep-09
2.1	Formulate project timeline			
2.2	Allocate appropriate resources and manpower			
2.3	Prepare project management documentation			
<b>3</b>	<b>Analysis (done)</b>	<b>35</b>	1-Oct-09	5-Nov-09
3.1	Study GK requirements			
3.2	Develop Functional Specifications for GK project			
3.3	Meet GK Coordinator for feedback			
3.4	Review GK feedback and revise Functional Specifications			
<b>4</b>	<b>Design (done)</b>	<b>20</b>	6-Nov-09	26-Nov-09
4.1	Convert requirements into detailed system design			
4.2	Draft out system prototype			
4.3	Meet GK Coordinator for feedback			
4.4	Finalize design documentation and reports			

<b>5</b>	<b>Implementation (future)</b>	<b>60</b>	TBC	TBC
5.1	Develop hardware platform			
5.2	Develop core functionalities			
5.2.1	Workflow module			
5.2.2	Registration module			
5.2.3	Project report module			
5.2.4	Itinerary module			
5.2.5	Volunteer mechanism			
5.2.6	Team management module			
5.2.7	Coordinator module			
5.3	Develop additional functionalities			
5.3.1	Upload / Download document			
5.3.2	Feedback module			
5.3.3	Email alerts			
5.3.4	Photo gallery			
<b>6</b>	<b>Testing (future)</b>	<b>30</b>	TBC	TBC
6.1	Internal test			
6.2	System integration test			
6.3	User acceptance test			
<b>7</b>	<b>Finalizing (future)</b>	<b>15</b>	TBC	TBC
7.1	Deploy system online			
7.2	System maintenance			
<b>8</b>	<b>Close up (future)</b>	<b>5</b>	TBC	TBC

From this project timeline, the implementation of GKVIP full scale system would require another 100 man working days. Each day can cost from \$80 to \$100, hence manpower expenditures can be ranging from \$8000 to \$10000.

Besides, other cost for server and host services, hardware purchases and maintenance should be taken in to consideration when implementing GKVIP full scale.

#### **4.1.5 11<sup>th</sup> September Conference Call Presentation**

On 11 September 2009, Conference Call was held among three countries: Singapore, USA and the Philippines. The conference was held in order for each International Coordinator to present about his/her own methods of managing volunteers and for our team to propose our solution for volunteer management - GKVIP.

#### **Quick Facts:**

<b>Date</b>	11 September 2009
<b>Duration</b>	7pm – 10pm
<b>Venue</b>	USP meeting room, ADM Block, National University of Singapore
<b>Participants</b>	<ol style="list-style-type: none"><li>1. Paolo Domondon – International Coordinator, Singapore</li><li>2. Soh Juhu – NTU SIFE President</li><li>3. Dio Phung – Software Senior Analyst, Avanade Inc</li><li>4. Jonathan Wittig – US International Coordinator</li><li>5. Philippine National office team: Roma Padua, Franz Josef Hipol, Mark Lawrence Croz</li><li>6. GK VMP – Nguyen Phan Huyen Anh, Nguyen Ngoc Anh, Nguyen Ngoc Thi Yen, Lee Yen Yoong, Alison Lai Fenn Ye</li></ol>

#### **4.1.5.1 Preparation**

In preparation for this first presentation, a set of Powerpoint slides, GKVIP Manual and a Joomla! Static site were sent to every participant before the meeting. *Appendix 2: Presentation slides for 11<sup>th</sup> Sep 2009 Conference* shows our team's presentation of recommendations to GK.

#### ***4.1.5.2 Event flow***

Currently, each GK coordinator is using their own methods in managing the pool of volunteers. During the conference, each country/program coordinator presented his/her own method and the difficulty encountered using that method.

From our analysis as we have elaborated thoroughly in Chapter 3 as well as from the presentation of the coordinators in this conference, our team found out that, the methods employed were not standardized; there were many repetitive and overlapped processes which make current practices of volunteer management time consuming and inefficient. Efficient and continuous communication was the main issue between GK international coordinators and Philippines coordinators.

This was the first time our solution was formally presented to GK management team. Our team received many positive feedbacks regarding our proposal of GKVIP and got approval from GK management to continue to work on this solution for our project.

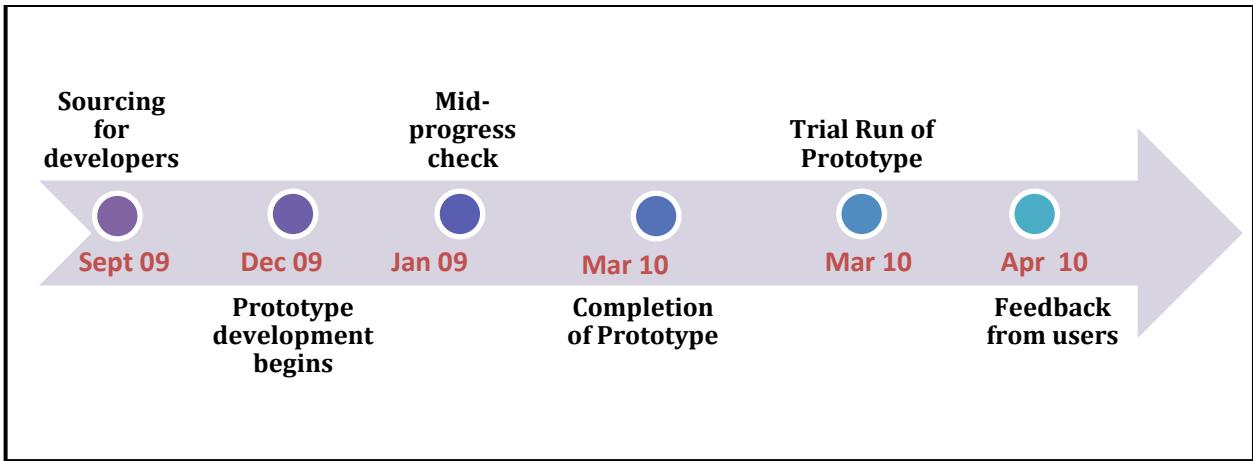
## **4.2 Execution - Prototype Development**

Taking into consideration of the financial constraints, the full-fledge centralized database was proposed as the ideal long term solution to the current shortcomings as described in Chapter 3. In the short term however, GK International Coordinators' work load will continue to increase and if this problem is not solved, there is a high risk that GK International Coordinators' will be overloaded.

In view of this, our team plans to develop a prototype version of GKVIP to firstly, serve as a short term solution for GK Coordinators and secondly, to gather data about the usefulness of GKVIP full-scale version. If the prototype could demonstrate the benefits intended for international coordinators and volunteers, it would add credibility and further convince GK to implement the full scale version in the future.

After rounds of meetings and discussion with Paolo Domondon and Soh Ju Hu (GK Youth in Action President), a storyboard for the prototype was developed in September 2009. The storyboard features the web inter-phase of the prototype and the functions that are feasible through the prototype. The storyboard together with the static Joomla! site was a crucial start to the development of the prototype as it serves as the pitching point to source for developers and to communicate our prototype concept.

In order to keep track of progress, an implementation plan was also designed. The implementation plan for the prototype development can be summarized into the timeline below:



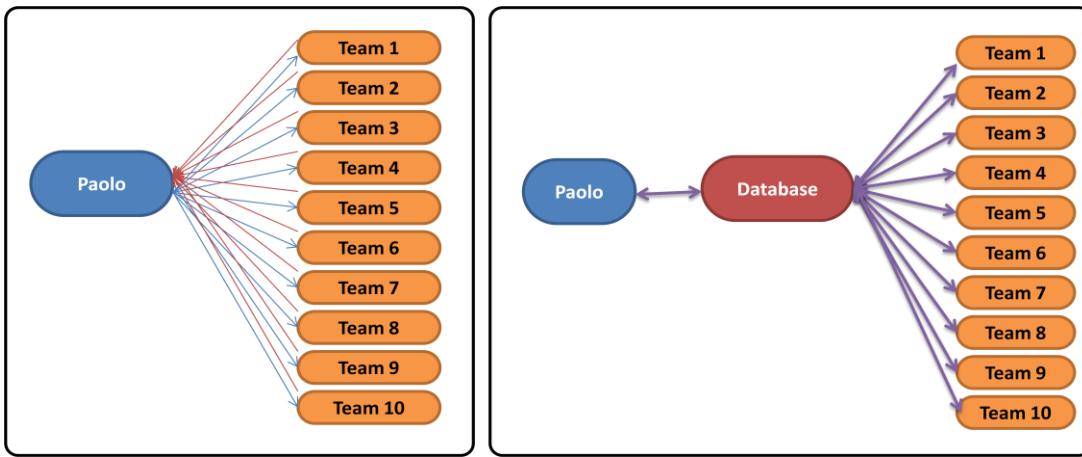
*Figure 4.1: Implementation Plan for Prototype Development*

In the sections below, the features of the prototype will be elaborated further. This includes the limitations and a comparison between the prototype and the ideal database itself. Subsequently, the section focuses on the task of sourcing for developers and what were the criteria for selection of developer. As depicted in the timeline, the following section will highlight on the implementation of the prototype and obtaining of feedback from the users. These essentially will be an important building block for the centralized database development.

#### **4.2.1 Features and Functions of Prototype**

Due to the constraints as illustrated, the prototype primarily aims to automate some of the tasks that are deemed repetitive and helps to streamline the process of registration and team management for GK Coordinator. As highlighted in Chapter 3 Situational Analysis and Problem Identification, the GK international coordinator like Paolo himself would have to personally contact each individual team to organize the volunteer's trip to the Philippines.

The prototype would be able to capture the quintessence of savings of resource and time through a more systematic procedure by reducing the multiple contact points.



*Figure 4.2: 2-way communication between Paolo and volunteer teams; Before and After with Database or Prototype*

Based on the two flow charts, the presence of a prototype or the database would enable the GK Coordinators/Staffs' to minimize the amount of direct communication with each team. The streamlining of communication would be done ideally via the database. This can also be achieved through the prototype. Furthermore, the information that has been communicated between the GK Coordinators, like Paolo himself, will be stored in the database. This would ease the retrieving of information when it is necessary.

From the volunteers' perspective, registration will also be more systematic. Each team will have a unique Team Code and all information of each team member will be stored in the database as well. In terms of the “search” function within the prototype, again, the level of technological sophistication hinders this function. Nevertheless, it would be adequate for the volunteers to go through the list of projects available. Most of the features of the

database would be available in the prototype as well. This includes the post-trip feedback function, where the volunteers will be able to share their motivational and inspiring stories through the prototype. Any feedback with regards to improvement of the system or even the volunteering process will be forwarded to the GK Coordinator through the prototype.

For a more thorough and elaborated details, the two tables below highlight the main differences between the features of the prototype and the GKVIP database for both users, the GK Coordinator and the volunteers.

*Prototype – Volunteer's features*

Feature	Ideal	Prototype	Remark for Prototype
<b>Information Search</b>			
1. Introduction to GK	√	√	Link to GK1World
2. Project Availability			
- Listing of Projects and sites	√	√	Only sites that are ready for international volunteers
- Search by sites and programs	√		
- Update of progress (progress bar, site vacancies etc)	√		No progress update, only REMARKS column
3. View testimonial	√	√	Volunteers testimonials sent to Paolo
<b>Registration</b>			
4. Decide on a site/ project	√	√	

5. Fill and Submit registration form	√	√	Refer to the ' <b>Registration Form</b> ' designed
6. Auto-generated Itinerary	√		Itinerary done by Paolo, which will then be emailed to the team contact person.
7. Team Code generation	√	√	Team code sent together with the above email.
8. Confirmation of itinerary	√		Email through ' <b>Enquiries Form</b> ' for additional correspondence
<b>Team management</b>			
9. Team page for internal team communication	√	√	
<b>Post trip Feedback</b>			
10. Posting testimony and inspiring stories	√	√	Both using the ' <b>Feedback Form</b> '
11. Suggestion form	√	√	

*Prototype – Coordinator's features*

Feature	Ideal	Prototype	Remark for Prototype
<b>Project Management</b>			
1. Steps 1 through 5	√	√	<p><b>Step 1:</b> Collate data from villages' quarterly needs assessment forms</p> <p><b>Step 2:</b> Categorize data based on level of significance</p> <ul style="list-style-type: none"> <li>· Within a province coordinator's authority à autonomously decide and update the system accordingly</li> <li>· Beyond authority, channel to higher level of authorities (e.g. National Level)</li> </ul> <p><b>Step 3:</b> Design volunteer projects based on needs assessment</p> <p><b>Step 4:</b> Categorize by Sites or 7 Programs and rank program priorities for each site</p> <p><b>Step 5:</b> Update each project by number of volunteers</p>

			needed, time period, current progress and description.
2. Project listing	√	√	Only sites and projects available to international volunteers
3. Progress update	√		No progress update required, only REMARKS column
<b>Volunteer Itinerary Planning - Registration stage</b>			
4. Automation of suggested itinerary	√		A drop-list for volunteers to add items to itinerary
5. Customization of itinerary by province coordinator	√		<ul style="list-style-type: none"> <li>· Based on available resource and schedule</li> <li>· If it is not feasible, province coordinator can suggest other changes and communicate back to volunteers.</li> </ul>
6. Confirmation of itinerary	√	√	A unique <b>team code</b> will be generated when itinerary is sent from coordinator
<b>Volunteer Itinerary Planning - Preparation stage</b>			
7. Partnership with airlines, hostels and insurance companies to ease financial burdens of volunteer	√		

8. Airport pick up and transport arrangements	√		
<b>Volunteer Itinerary Planning - Implementation stage</b>			
9. Contact village coordinator to monitor progress and interfere in time should any problems arise and keep in touch with volunteers.	√		
<b>Volunteer Engagement and Empowerment - Post Trip Stage</b>			
10. Province coordinator will send volunteers certificates for recognition and keep them informed with newsletters.	√	√	<ul style="list-style-type: none"> <li>- Post inspiring stories to the website</li> <li>- Feedback from the feedback form will be stored in another column for easy tracking</li> </ul>
<b>Team management</b>			
11. Manage Team list & associated project	√	√	
12. Communicate with Team through team wall	√	√	
<b>Post trip Feedback</b>			
13. Monitor feedbacks and stories	√	√	Email will be sent to notify of new feedbacks and stories

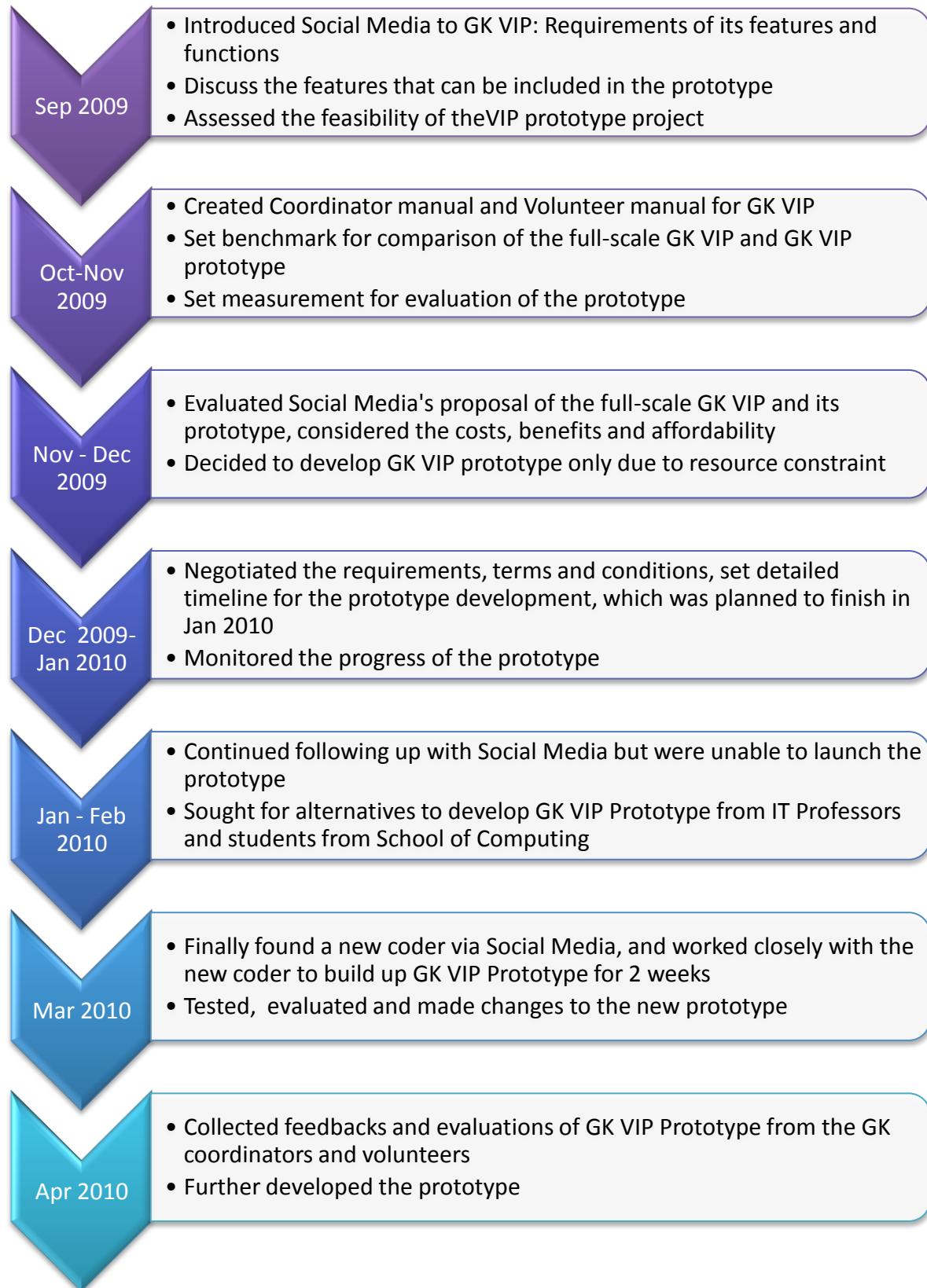
#### **4.2.2 Sourcing for Developer - Social Media Enterprise Pte. Ltd**

Once the storyboard and the features were completed, our team began our quest in search for the developer of the prototype. The key criteria for consideration of developer include finance, ability to deliver within the tight time horizon. We found two potential candidates for this project: Social Media Enterprise Pte. Ltd and Bi-Secure Pte Ltd. After careful cost/benefit evaluation, our group decided to work with Social Media Enterprise.

As an organization that focuses on social media and charity organization, Social Media Enterprise Pte. Ltd. communicated their interest through Mr. Soh Ju Hu, President of NTU Sife and GK Youth in Action. With their expertise in IT and a heart for voluntary activity, they were keen on assisting in the prototype development. The company consists of four program managers, Pulse Tan, Zepth Chen, Zack Lim and Rebecca Chen. Through the meetings and discussion, our team and their company came to a consensus that the finances and resources required for prototype development would be borne by the company. In return, the company can use GK name in their corporate portfolio.

Discussions were held to further decide upon the suggested timeline and the features of the prototype. Based on the storyboard developed, Social Media Enterprise offered their professional and technical advices on how the web interface could be improved. In December 2009, the development of the prototype begins. Both teams worked in tandem to monitor of the progress of the development and to ensure that the timeline is followed.

Although there was a delay of two months, our cooperation with Social Media Enterprise resulted in the release of GKVIP Prototype in April 2010. Below is the brief timeline of our group's engagement with the company.



*Figure 4.3. Timeline of engagement with Social Media Enterprise*

### 4.2.3 Prototype features

In this section, we are going to describe the final prototype system with the functions for our two user groups – coordinators and volunteers.

#### 4.2.3.1 Coordinator's features

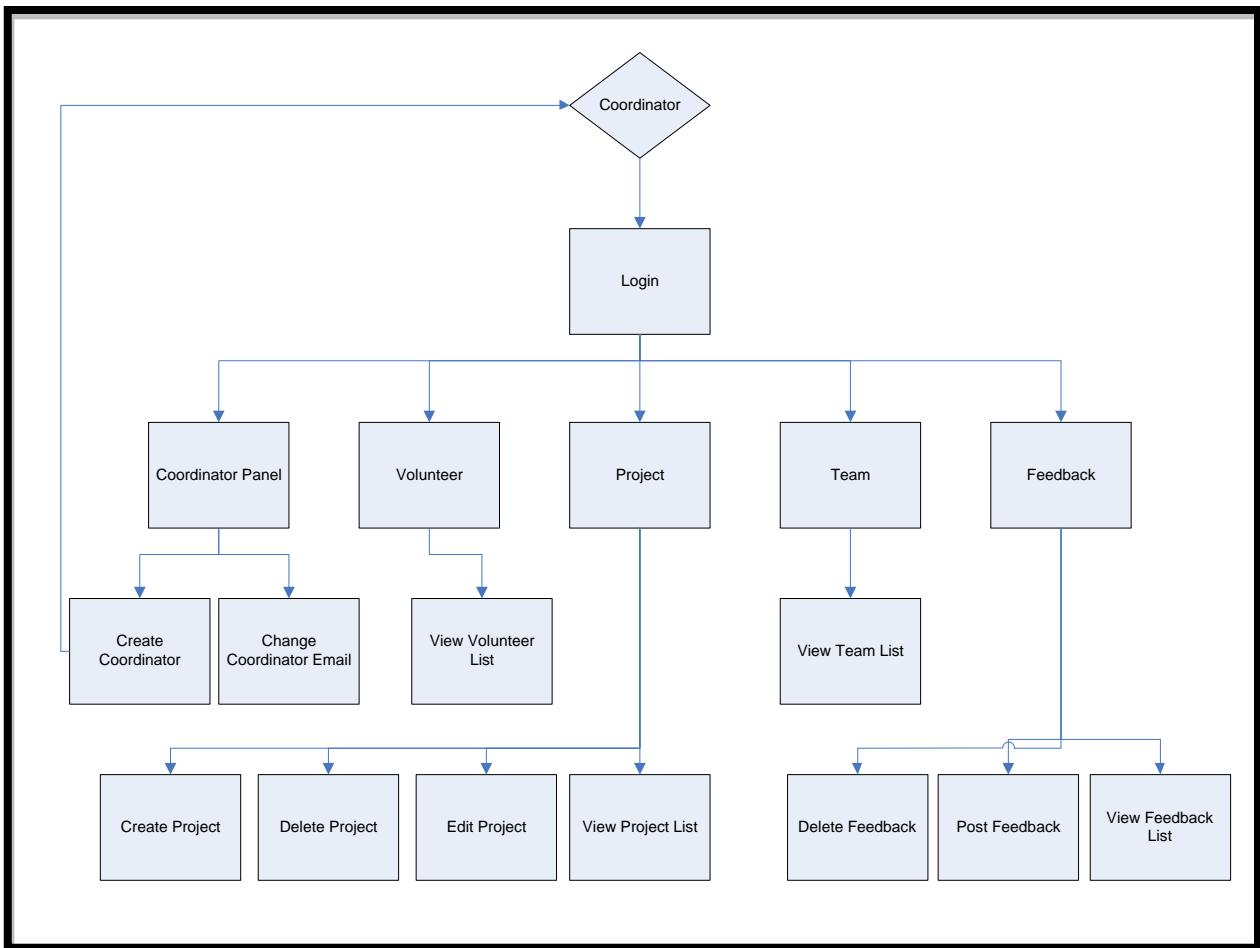


Figure 4.4. Features of Prototype Available for GK Coordinators

## **Function 1 - Add new administrator accounts**

The prototype allows adding multiple coordinators. Below are steps to add another coordinator as new administrator of the prototype:

- Go to the “Coordinator Panel” tab
- Type email address (Please make sure that this coordinator has already registered and has his/her own account)
- Clicking the “Update” button
- After updating the coordinator email, he/she will be automatically given an administrator access

Gawad Kalinga - Volunteer Integrated Platform

Coordinator Panel    Volunteer Profile(s)    Team    Projects    Feedback    Log out

[Home](#)

**Admin Console**

Coordinator Email: huyenanh.np@gmail.c

Create a Coordinator Account

Help | Contact Administrator | About Us

## **Function 2: Volunteer Profile Management**

The “Volunteers” tab stores all volunteers’ information including particulars and projects they enroll. Coordinators can export the data to Excel by clicking the “Export to Excel” button.

Gawad Kalinga - Volunteer Integrated Platform

Coordinator Panel   Volunteer Profile(s)   Team   Projects   Feedback   Log out

Home

Volunteers List

Name	Email	Gender	Contact Number
teamlead1	dummy1@email.com	Male	123
volunteer1	dummy2@email.com	Male	123
volunteer2	dummy3@email.com	Male	123
admin	7theory@gmail.com	Male	123
anniennguyen	huyenanh@nus.edu.sg	Female	94225668
test admin	dummy4@email.com	Male	123

Click the button to export the Volunteer list shown above into Excel:  
Export to Excel

Help | Contact Administrator | About Us

The Volunteer List in excel format:

Volunteers																
2	Name	Gender	Contact No	DOB	Emergency Contact	Username	Email	Team Leader?	Team	C Site Building	Teaching Children	Staying In a	Experienc	Sightseein	Interact W	Attend Cultur
3	teamlead1	Male	123	24-Mar-10	123	teamlead1	dummy1@email.com	Yes	test	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4	volunteer1	Male	123	24-Mar-10	123	volunteer1	dummy2@email.com	No	test	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5	volunteer2	Male	123	24-Mar-10	123	volunteer2	dummy3@email.com	No								
6	admin	Male	123	24-Mar-10	123	admin	7theory@gmail.com	Yes								
7	anniennguyen	Female	94225668	3-Apr-87	94225668	anniennguyen	huyenanh@nus.edu.sg	No								
8	test admin	Male	123	28-Mar-10	123	admin2	dummy4@email.com	No								
9																
10																
11																
12																

In this file, Coordinator can see all volunteers’ particulars, including Name, Gender, Contact number, Date of Birth, Emergency Contact, Username, Email address, Team leader (when they are the team leader in their respective teams).

In addition, the 6 columns from K to Q show volunteers' preferences for their immersion trips with activities such as Site Building, Teaching children, Staying in a site, Experience condition of sites before GK, Sightseeing, Interacting with fellow volunteers, Attending cultural events and other suggestions of volunteers.

### **Function 3: Team Profile Management**

Under the “Team” tab, Coordinator will find a page with Team profile. The information includes Team ID (unique for each team), Team name, Number of Team Members, and Expected Arrival Date in the Philippines.

The screenshot shows a web application interface for the "Gawad Kalinga - Volunteer Integrated Platform". At the top, there is a navigation bar with links: "Coordinator Panel", "Volunteer Profile(s)", "Team" (which is highlighted in dark grey), "Projects", "Feedback", and "Log out". Below the navigation bar, there is a breadcrumb trail: "Home > Team List". The main content area is titled "Team List" and contains a table with three rows of data:

Team Id	Team Name	No Of Team Members	Expected Arrival Date
GK/001	test team	2	2010-03-24 00:00:00 SGT
GK/002	Team	2	2010-01-27 00:00:00 SGT
GK/003	Team	2	2010-01-27 00:00:00 SGT

At the bottom of the page, there are links for "Help | Contact Administrator | About Us".

Coordinator can view team details by clicking to the team name in the list above.

The screenshot shows a "Team Profile" page for team "AYAYA" (Team Id: GK005). The page has a navigation bar at the top with links: "Coordinator Panel", "Volunteer Profile/List", "Team" (highlighted in dark grey), "Projects", "Feedback", and "Log Out". Below the navigation bar, there is a breadcrumb trail: "Home > Team List > Team Profile". The main content area is titled "Team Profile" and displays the following information in a table:

Team Id	GK005
Team Name	AYAYA
No Of Team Members	2
Expected Arrival Date	2010-04-06 00:00:00 GMT
Initiate Project	No
Organization	NUS
Country Of Origin	sgp
Expected Departure Date	2010-04-06 00:00:00 GMT
Expected Duration Of Project	
Contact Person	Anh
Team Contact Number	97542340
Contact Email	anh.ngoc@nus.edu.sg
Team Emergency Contact	97542340
Alternative Contact Person	
Alternative Contact Number	
Site Building	true
Teaching Children	true
Staying In A Site	false
Others	
People	Anh
Project(s) Taken	

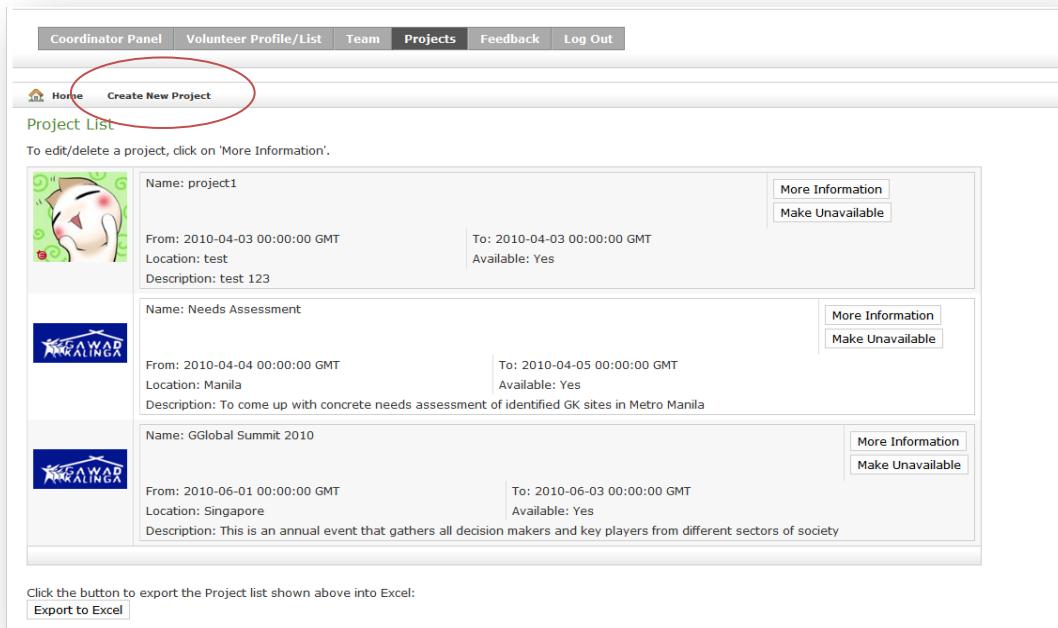
At the bottom of the page, there is a link for "Edit".

Help | Contact Administrator | About Us

## **Function 4: Project Management**

Under the tab “Projects”, coordinator can view and manage the project listing.

**To create new project:** Click the “Create New Project” button on top of the page.



The screenshot shows a web-based project management interface. At the top, there is a navigation bar with links: Coordinator Panel, Volunteer Profile>List, Team, Projects, Feedback, and Log Out. Below the navigation bar, there is a header with a Home icon, the text "Home Create New Project", and a "Project List" link. A red oval highlights the "Create New Project" button. The main content area is titled "Project List" and contains three project entries, each with a thumbnail image and a "RAWAD ARALINGA" logo. The first project is named "project1" with details: From: 2010-04-03 00:00:00 GMT, To: 2010-04-03 00:00:00 GMT, Location: test, Available: Yes, Description: test 123. The second project is named "Needs Assessment" with details: From: 2010-04-04 00:00:00 GMT, To: 2010-04-05 00:00:00 GMT, Location: Manila, Available: Yes, Description: To come up with concrete needs assessment of identified GK sites in Metro Manila. The third project is named "GGlobal Summit 2010" with details: From: 2010-06-01 00:00:00 GMT, To: 2010-06-03 00:00:00 GMT, Location: Singapore, Available: Yes, Description: This is an annual event that gathers all decision makers and key players from different sectors of society. Each project entry has "More Information" and "Make Unavailable" buttons. At the bottom of the page, there is a note: "Click the button to export the Project list shown above into Excel:" followed by an "Export to Excel" button.

In “Create Project” page, coordinator to fill in the fields accordingly and to upload project’s pictures. Click “Create” button to upload the project to the prototype.

Gawad Kalinga - Volunteer Integrated Platform

Welcome, admin

Coordinator Panel | Volunteer Profile(s) | Team | Projects | Feedback | Log out

[Home](#) [Project List](#)

### Create Project

Project Name

Project Date From  28 March 2010

Project Date To  28 March 2010

Project Location

Project Description

Preview Photo  Choose File No file chosen

[Create](#)

A confirmation page appears and allows coordinators to view the project created.

**To edit existing projects:** Coordinator can “Delete” or “Edit” in case of any changes.

Gawad Kalinga - Volunteer Integrated Platform

Welcome, admin

Coordinator Panel | Volunteer Profile(s) | Team | Projects | Feedback | Log out

[Home](#) [Project List](#) [New Project](#)

### Show Project

Project Needs Assessment created



Name	Needs Assessment
Date From	2010-03-28 00:00:00 SGT
Date To	2010-03-28 00:00:00 SGT
Location	Manila
Description	To come up with concrete needs assessment of identified GK sites in Metro Manila (Baseco and Bagong Silang)
Available	true
Team(s)	
Individual(s)	

[Delete](#) [Edit](#)

Help | Contact Administrator | About Us

Click “Update” button after editing the project.

Gawad Kalinga - Volunteer Integrated Platform

Welcome, admin

Coordinator Panel | Volunteer Profile(s) | Team | Projects | Feedback | Log out

Home | Project List | New Project

Edit Project

Project Name: Needs Assessment

Project Date From: 28 March 2010

Project Date To: 28 March 2010

Project Location: Manila

Project Description: To come up with concrete needs assessment of identified GK sites in Metro Manila (Baseco and Bagong Silang)

Available:

Preview Photo: Choose File | No file chosen

Delete | Update

**To deactivate a project:** When the project has no more vacancies, coordinator can change its status to unavailable with “Make Unavailable” button, so that no more volunteers can join this project.

**To export project list:** Click the button “Export to excel”.

The screenshot shows a web-based application interface for managing projects. At the top, there is a navigation bar with links: Coordinator Panel, Volunteer Profile/List, Team, Projects, Feedback, and Log Out. Below the navigation bar, the page title is "Project List". A sub-header says, "To edit/delete a project, click on 'More Information'." There are three project entries listed:

- project1**: From: 2010-04-03 00:00:00 GMT, To: 2010-04-03 00:00:00 GMT, Location: test, Available: Yes, Description: test 123. It includes "More Information" and "Make Unavailable" buttons.
- Needs Assessment**: From: 2010-04-04 00:00:00 GMT, To: 2010-04-05 00:00:00 GMT, Location: Manila, Available: Yes, Description: To come up with concrete needs assessment of identified GK sites in Metro Manila. It includes "More Information" and "Make Unavailable" buttons.
- GGlobal Summit 2010**: From: 2010-06-01 00:00:00 GMT, To: 2010-06-03 00:00:00 GMT, Location: Singapore, Available: Yes, Description: This is an annual event that gathers all decision makers and key players from different sectors of society. It includes "More Information" and "Make Unavailable" buttons.

At the bottom left of the page, there is a button labeled "Click the button to export the Project list shown above into Excel: Export to Excel", which is also circled in red.

The Project List in Excel format:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1			Project Name												
2	No Team(s) under this project		Manila Outreach												
3															
4	No Team(s) under this project		Needs Assessment												
5															
6	Members	test team	GK Global Summit 2010												
7		teamlead1													
8		volunteer1													
9															
10	No Team(s) under this project		test												
11															
12															
13															
14															

## **Function 5: Feedback Management**

Under “Feedback” tab, coordinator can read feedbacks and stories written by volunteers.

He can delete the inappropriate feedbacks from the website by clicking the “Delete” button.

The screenshot shows a web application interface for 'Gawad Kalinga - Volunteer Integrated Platform'. At the top right, it says 'Welcome, admin'. Below the header, there's a navigation bar with links: Coordinator Panel, Volunteer Profile(s), Team, Projects, **Feedback**, and Log out. The 'Feedback' link is highlighted with a red oval. The main content area has a 'Home' link and a 'Feedback' heading. Under 'Feedback', there are two entries. The first entry is for a trip on 31/7-8/2009 at 15:40:34 SGT. It includes fields for 'Share your inspiring story with us after the trip.', 'Do you have any feedback for us after the trip?', 'Itinerary Improvement', and 'Posted By: teamlead1'. A 'Delete' button is located to the right of the first entry, also circled in red. The second entry is for a trip on 26/3/2010 at 23:38:29 SGT, with similar fields and a 'Delete' button.

#### 4.2.3.2 Volunteers' Features

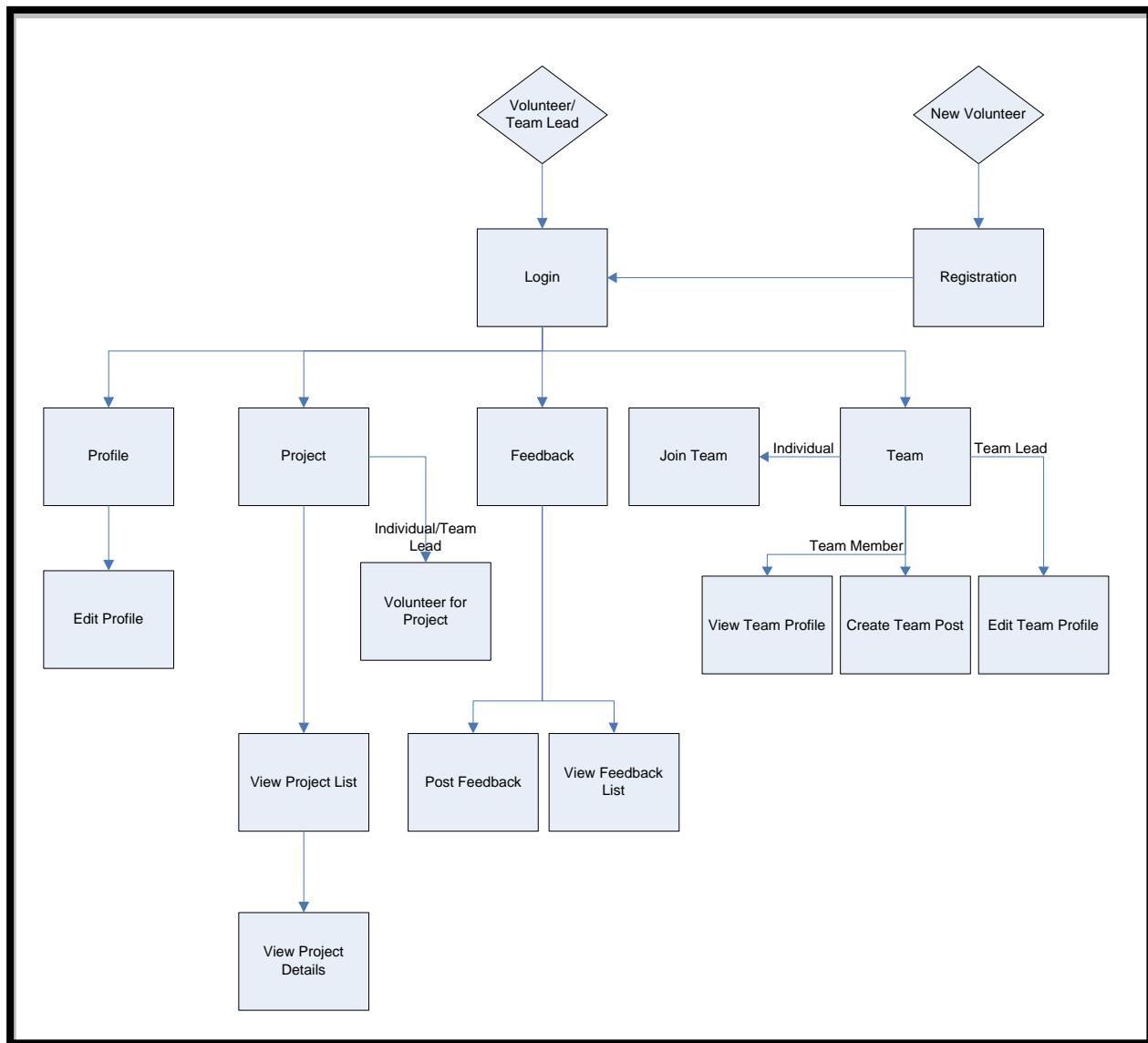


Figure 4.5. Features of Prototype for GK Volunteers

## **Function 1: Registration**

Volunteers can create new account with GKVIP if this is the first time they use GKVIP.

The screenshot shows the 'Gawad Kalinga Volunteer - Integrated Platform' login page. At the top left is a 'Login' button. Below it is a light blue rectangular form titled 'Please Login ..'. It contains three input fields: 'Login ID' with a placeholder 'Enter Login ID', 'Password' with a placeholder 'Enter Password', and a 'Remember me' checkbox. At the bottom of the form are three buttons: 'Login' (disabled), 'Register' (highlighted with a red oval), and 'Lost?'. At the very bottom of the page, there are links for 'Help | Contact Administrator | About Us'.

**Registration Form:** Volunteer to fill in personal particulars for documentation purposes.

- If the volunteer works in a team, he needs to indicate whether he is a team leader.
- If the volunteer works in a team and the team leader has already registered, volunteer needs to fill in Team ID. This will allow volunteer to join the existing team.
- If the volunteer signs up as an individual or without a team yet, the system will allow him to join a team any time by using the 'Team' tab.

**Volunteer/Team Leader Registration Form**

Please fill in all the fields marked with a \*

Name\*

Gender\*

Contact Number\*

Login Name\*

Password\*

Confirm Password\*

Email\*

Enter Code\*  MCEWSG

Are you a Team Leader?\*

Team ID  (ask your Team Leader for the Team ID. If you do not have a team, you can ignore this.)

### Team leader registers for team's project

Project registration form will appear; team leader to fill in her team's particulars and the number of team members (which can be altered if needed by the team leader). To enroll in GK volunteerism, team leader can either choose to initiate her own projects, or to pick up a project from GK's existing project listing.

Confirm Password\*

Email\*

Enter Code\*  MCEWSG

Are you a Team Leader?\*

Team Name\*

Organization\*

No Of Team Members\*

Country Of Origin\*

Expected Arrival Date

Expected Departure Date

Expected Duration Of Project

Contact Person\*

Emergency Contact\*

Contact Number\*

Alternative Contact Person

Contact Email\*

Alternative Contact Number

Initiate Project\*

If the team has its own ideas about the project and don't want to choose a project from GK existing project listing, team leader can describe the project and submit through the website. GK Coordinator will get back to you after receiving the registration.

**Project Suggestion Form**

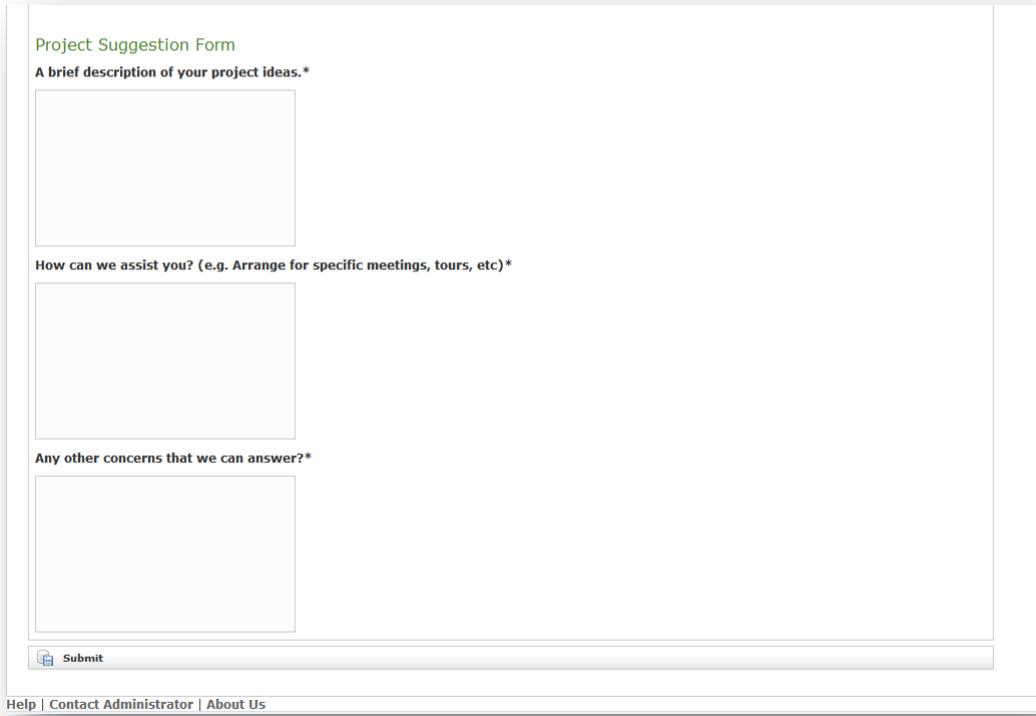
**A brief description of your project ideas.\***

**How can we assist you? (e.g. Arrange for specific meetings, tours, etc)\***

**Any other concerns that we can answer?\***

 **Submit**

[Help](#) | [Contact Administrator](#) | [About Us](#)



After submitting, a confirmation email will be automatically sent to the volunteer's email account with account details.



## **Function 2: Project Management**

Once the volunteer logs in, volunteer will see all project listed. At the actions column, the volunteer can choose to join any project that she is interested in.

Gawad Kalinga - Volunteer Integrated Platform

Welcome, teamlead1

Project List

Project Image	Project Name	From	To	Location	Available	Action Buttons
	Name: project1	From: 2010-04-03 00:00:00 GMT	To: 2010-04-03 00:00:00 GMT	Location: test	Available: Yes	<a href="#">Join Project</a> <a href="#">More Information</a>
	Name: Needs Assessment	From: 2010-04-04 00:00:00 GMT	To: 2010-04-05 00:00:00 GMT	Location: Manila	Available: Yes	<a href="#">Join Project</a> <a href="#">More Information</a>
	Name: GGlobal Summit 2010	From: 2010-06-01 00:00:00 GMT	To: 2010-06-03 00:00:00 GMT	Location: Singapore	Available: Yes	<a href="#">Join Project</a> <a href="#">More Information</a>

A confirmation page will appear once you choose a project.

Gawad Kalinga - Volunteer Integrated Platform

Welcome, teamlead1

Hi there,

Thank you for volunteering. Someone will get in touch with you soon.

[Go back to Project List](#)

[Help](#) | [Contact Administrator](#) | [About Us](#)

### **Function 3: Team Management and Team Wall**

Under “Team” tab, volunteers in a team can view and edit their team profile. There is a Team Wall for volunteers within a team to communicate with each other and for coordinator to communicate with the team. An email will be automatically sent to each team member when there is a new message posted on Team Wall.

The screenshot shows a web-based application interface for managing a team. At the top, there is a navigation bar with links: Volunteer Profile/List, Team (which is highlighted in bold), Projects, Feedback, and Log Out. Below the navigation bar, there is a "Home" link and a "Team Information" section. This section displays the Team Id (GK001) and Team Name (test). There is also an "Edit" button. Below this, there is a "Team Member List" table:

Name	Email	
test1	7theory@gmail.com	<a href="#">See Profile</a>
teamlead1	7theory@gmail.com	<a href="#">See Profile Team Leader</a>

Below the member list is a "Team Wall" section. It contains a table with one row:

Content	Date Created	Posted By
This is the communication channel for members of our team as well as between our team and Coordinator.	2010-04-11 19:19:17 GMT	teamlead1

At the bottom of the "Team Wall" section, there is a "New Post" button and a "Message" input field.

## Function 4: Feedbacks and Stories

In “Feedback” tab, volunteers can read feedbacks and inspiring stories written by other volunteers. Volunteers can post any feedbacks or stories at any time.

Welcome, teamlead1

Gawad Kalinga - Volunteer Integrated Platform

Volunteer Profile/List Team Projects Feedback Log Out

Home

Feedback

Trip: Manila Date: 2010-04-04 17:32:23 GMT

Share your inspiring story with us after the trip.

We are a group of 5 students from NUS, currently doing a one-year Consulting Practicum project which is building a model to improve the Volunteer Management system for GK

Do you have any feedback for us after the trip?

GK is the place where you can see simple yet HAPPY lives, can sense HOPE in the eyes of the villagers, and feel LOVE from many souls dedicating themselves to help the poor

**Itinerary Improvement**

It would be better if we could customize our itinerary. There were some changes in our schedule during the trip.

Posted By: administrator

Post your Feedback

Which trip did you go on?

Share your inspiring story with us after the trip.

Do you have any feedback for us after the trip?

For us to improve on itinerary planning, if your real schedule in the Philippines was different from your itinerary, please indicate the discrepancy.

Post

Help | Contact Administrator | About Us

### **4.3 Prototype evaluation**

This section evaluates the GKVIP prototype, the benefits it can bring and how the perception of GKVIP to different users. To measure coordinators' perception, we conducted an informal presentation followed by an interview with Paolo Domondon and Roma Padua. On the other hand, to measure volunteers' perception, we asked the students who have gone through immersion trip with GK to test our prototype and answer an attached survey. Furthermore, we conducted a focus group study with 5 NUS Business School students have gone on immersion trip with GK. The respective respondents' answers will be presented and analyzed in the coming sessions.

### 4.3.1 Interview with GK International Coordinator

	Features	Comments	Improvement to be implemented
Functionality	Coordinator Management	The system only allows one administrator	Allow multiple administrator account so each coordinator can create their own admin/moderator account
		Lack of list of current coordinators who are using GKVIP	Display list of current coordinators
			A Wall page as internal channel of communication for GKVIP coordinators
	Volunteer Profile Management	Volunteer profile has captured necessary personal particulars	
		The function "Export to Excel" is good	
		In Excel sheet, columns Q-K (captured volunteers' preference in immersion trip) are good, necessary and informative but not exhaustive	Column Q-K should capture volunteer's accommodation preference - whether the volunteer wants to stay in the site or hotel, so that coordinator can arrange accordingly in advance

	<b>Team Profile Management</b>	Current team ID (GK001, GK002) is automatically generated by the system based on team's registration order. Team ID together with Team Name is a good idea to manage team and avoid confusion. However, Team ID should be more informative and can represent the team's project categories	Team ID should start with different initial for different project types: GKIM for Immersion, GKIP for Internship, GKRS for Research and Study
		There is no progress column for each team	Column "Progress" will be added to Team Profile. There are options for Coordinator to update this column: Initiated, On-going, Ended. A "Remark" column is added next to "Progress", allow Coordinator to enter his own comments/remarks
	<b>Project Management</b>	Project listing: Should separate projects of different types (Immersion, Research and Study, Internship). Projects of different types are listed in different separated table.	Under Project tab, add 2 separate sub tabs: (1) Internship/Research and Study and (2) Immersion. Under Internship/Research and Study tab, projects are further categorized according to GK 7 programs.
		"Make unavailable" button is a good function. Coordinator prefers to use this function manually rather than make it automated (the project will become unavailable once there is a volunteer/group of volunteers signs up)	

		<p>Project information: Under "More information", Coordinator should be able to state project details, photos, project requirement, and the minimum required team size.</p>	<p>An upload function will be added for coordinators to upload the project description files if the projects are too complicated to fill in standard text box.</p> <p>Host space should be expanded to allow coordinators to upload more photos.</p>
		<p>Download project list: This is a good function, it enables coordinator to export current project list report at any time, for reporting and documentation purposes</p>	
	<b>Feedbacks</b>	<p>Currently, feedbacks and sharing stories can be posted directly by volunteers. Coordinators want to have the authority of monitoring the feedbacks before they are posted, in order to solve personal feedbacks better and avoid repetitive, or confusion for other volunteers.</p>	<p>All sharing stories will be posted directly to the common wall. Feedbacks will be directed to coordinators. An email of new feedbacks posted will be sent to notify coordinators.</p>
<b>Benefit</b>	<b>Speed - Efficiency</b>	<p>GKVIP with its centralized database of volunteers and projects gives Coordinator an overall picture of his work, facilitates the process, allows proper documentation, and enables Coordinator to work more efficiently.</p>	

	<b>Future adoption</b>	Paolo Domondon and Roma Padua said they will definitely switch to GKVIP once it is completed. GKVIP is a good short term solution until the full scale is implemented by IBM in 2 year time.	
<b>User friendly</b>		GKVIP is easy to navigate, simple and easy to use. Function-wise, GKVIP is good. Design-wise, improvement can be made.	More visual aid tools and pictures will be added to GKVIP to make it more user friendly
<b>General evaluation</b>	<b>General opinion</b>	Most of the functions and features are good, essential and can serve basic needs in the short term.	
	<b>Liked Features</b>	Volunteer profile management features and its download function	
	<b>Disliked Features</b>	No	
	<b>Features to remove</b>	No	
	<b>Practical application</b>	Yes	
	<b>Concerns</b>	System down time	GKVIP is hosted using Cloud Server - which links and utilizes different computing resources all over the Internet, hence minimize major system downtime.

#### 4.3.2 Focus group study with Bed and Breakfast CP Team

	Features	Comments	Improvement
Functionality	Registration	Information captured in the form is inadequate	Include fields for individuals' occupations and their nationalities
		Some fields are not specific	Split emergency contact field into name contact number and relationship of that person in the group Separate the name field into name and surname so as to organize data more easily
	Project Management	The project list helps them to have a better understanding of the available projects, but is not informative enough for them to make a choice	Provide more detailed project description Group the projects into corresponding categories for volunteers' convenience
		This section allows them to know what and when the projects are available. However, the project description is too short and does not provide sufficient information	Give more specific project description. Add more information including the coordinator in charge of the project, its purpose, the number of volunteers currently working on it, detailed task description, and whether it is for personal experience or for corporate social responsibility
		If there's no clear instruction, they might not understand the purpose and usage of the three blank fields below the project list.	Add another section for volunteers to suggest new projects instead of putting the three fields below the project list

	<b>Team Management</b>	The "Join team" function is necessary, but there is a lack of team information	Show additional team information such as the list of team members and some description of the team
		The "Team wall" application is interesting	<p>Include a file server to store inter-team documents and share photos</p> <p>Add in notification function (emails will be automatically sent if there is any new activity in the Team wall) to sustain the interests of volunteers and keep them updated</p>
	<b>Feedbacks</b>	<p>It's not necessary to have feedbacks monitored by the coordinator before being published. They prefer to see all feedbacks, both positive and negative. It's unlikely that feedbacks need to be censored</p>	Coordinators check feedback board frequently to avoid inappropriate feedbacks instead of monitoring all of the feedbacks
	<b>Speed</b>	GKVIP will speed up the registration process. It provides a common platform online that makes the process much faster than manual registration. Information will be disseminated more quickly	
	<b>Efficiency</b>	<p>GKVIP will definitely improve efficiency of the manual registration part as it helps to keep all information organized, and cuts down the manpower.</p> <p>However, meetings with coordinators should continue because online communication is not as clear as face-to-face meetings</p>	Volunteers can make use of GKVIP as the preliminary screening to see which projects they really want to join before meeting up with the respective coordinators

<b>User friendly</b>		GKVIP is rather user-friendly now	Add tooltips to each button to give guidelines when move mouse over the button. Give clearer instructions, descriptions and purpose of each section to avoid confusion.
		Layout and graphic display can be improved	Use colors, pictures, logos and music to increase the positive appeal
<b>General evaluation</b>	<b>General opinion</b>	Overall, GKVIP is good	There is still much room for improvement
	<b>Liked Features</b>	<p>They like the way all projects are listed with the brief descriptions of details, and the option of clicking "More information" to find out more about the project. This feature allows quick glances and increases convenience</p> <p>They also like the simplicity and straightforwardness of GKVIP</p>	
	<b>Disliked Features</b>	<p>"Join team" feature</p> <p>Design and background</p>	<p>Make "Join team" function more user-friendly</p> <p>Make the design more artistic and colorful, and change the background</p>
	<b>Features to remove</b>	"Join team" feature	

	<b>Features to add</b>	An interactive forum of allow members to create and bond their relationship. It makes people become more willing to volunteers and less afraid to join teams with unfamiliar people.	Forum is not necessary for the prototype as it is difficult for one coordinator to monitor. However, it can be included in the full-scale GKVIP
		Save function to save half-completed information	Add in the "save" function
		A separate section that brings out upcoming events more explicitly to catch volunteers' attention	Add a separate section for upcoming events
	<b>Practical application</b>	They prefer to use the website rather than current manual current process since it saves a lot of time for GK and themselves	

### 4.3.3 Prototype Survey Result

A survey was created using Qualtrics.com and sent to volunteers. This survey is aimed at assessing the volunteers' feedback with regards to the prototype. The survey is attached in *Appendix 4*. This section focuses on the key findings of the survey.

#### 4.3.3.1 Perceived Benefits of GKVIP

a) *Process hastening:*

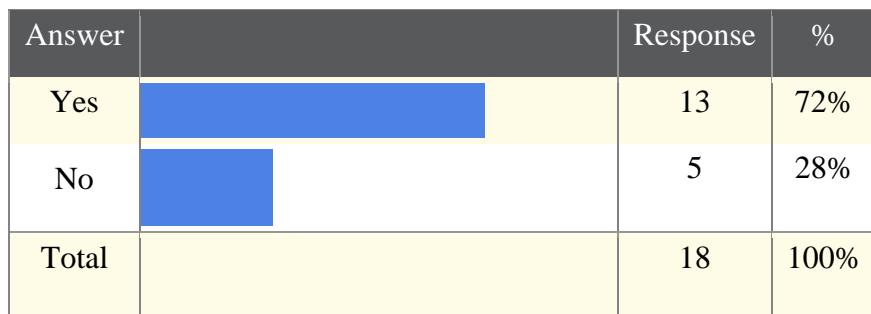


*Figure 4.6.Process Hastening*

90% of the respondents, who have been on an immersion trip and have used GKVIP Prototype, agreed that it accelerates the registration process for GK immersion trips.

b) *Better understanding of available projects:*

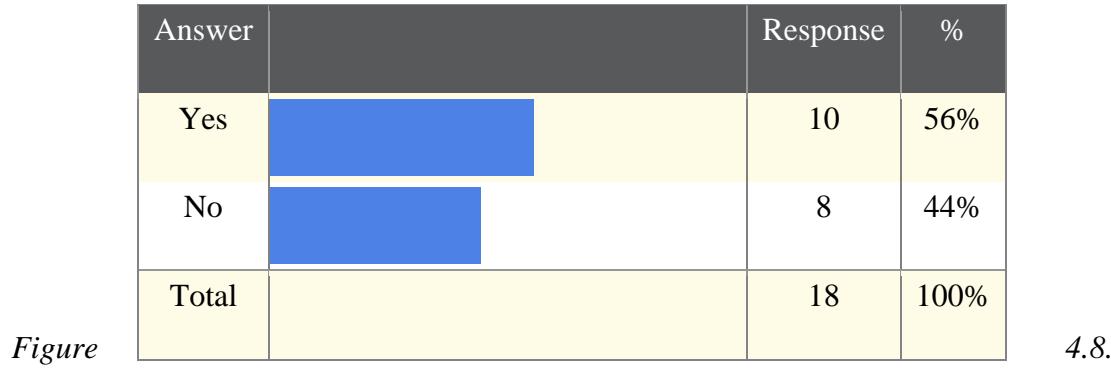
A slightly lower percentage of 72% indicated they have a better understanding of the projects available through the website.



*Figure 4.7.Better understanding of available projects*

c) *Better project selection*

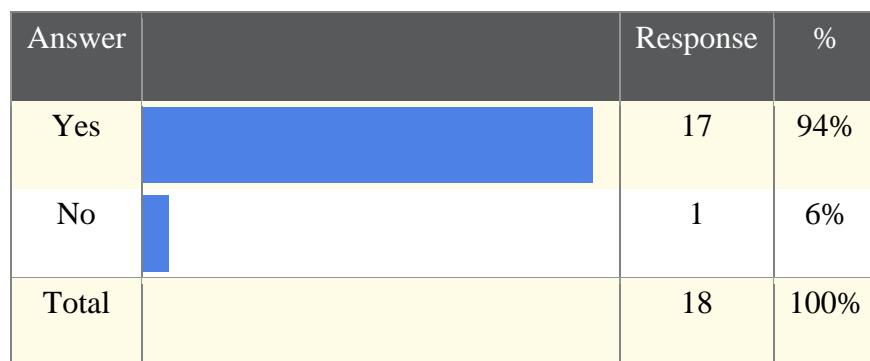
However, only approximately half of the respondents found the available project information on the website useful for them to make a better selection. This could be attributed to the incomplete information uploaded to GKVIP for trial purpose.



*Better project selection*

d) *Efficiency improvement:*

In terms of benefits for the coordinators, almost all of the respondents (94%) thought that GKVIP could help to improve the efficiency of their current working procedures which involves a lot of manual work and face-to-face meetings.

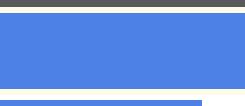


*Figure 4.9 Efficiency improvement*

#### **4.3.3.2 Perceived User-friendliness**

Slightly more than half of the respondents (56%) found GKVIP Prototype user-friendly.

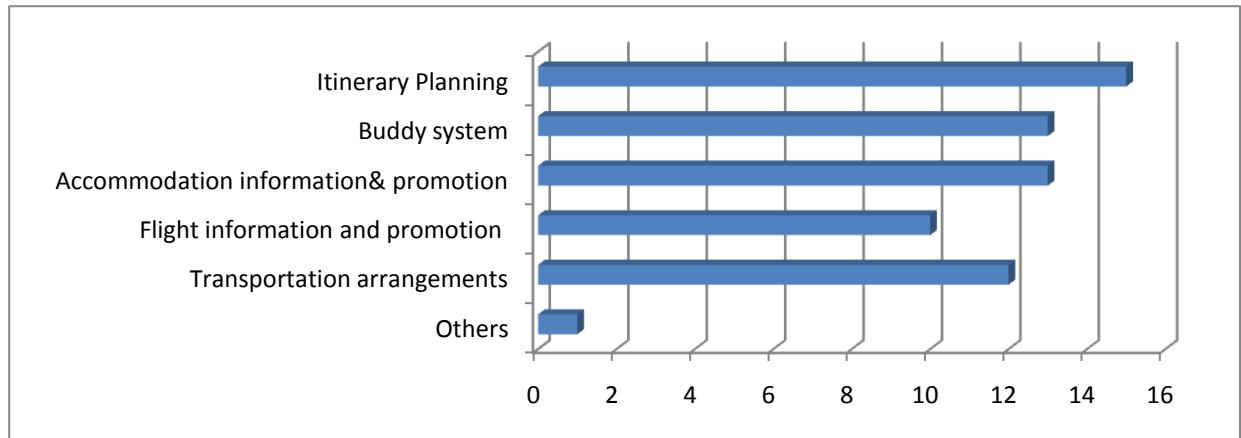
The reasons given by the rest were that “The Help link is not easy to find” or “The purposes of some sections are not clear”

Answer		Response	%
Yes		10	56%
No		8	44%
Total		18	100%

*Figure 4.10.Perceived user-friendliness*

#### **4.3.3.3 Features to be included**

Among the five suggested new features namely itinerary planning, Buddy system: Registration for a buddy in the Philippines, Accommodation information (family host, partner hotels) and promotion for GK volunteers, Flight information and promotion for GK volunteers and Transportation arrangements, students are most interested in itinerary planning features. They also found the other four features necessary for GKVIP Prototype. Each feature was chosen by more than half of the respondents, with Itinerary planning being chosen by 83% of the respondents, followed by Buddy system and accommodation information (72%), Transportation arrangement (67%) and lastly, Flight information and promotion (56%)



*Figure 4.11. Features to be included*

In addition, respondents also suggested there should be more information and graphic display on GKVIP Prototype to become more useful and attractive to volunteers.

#### 4.3.4 Evaluation

Through the interview with GK International Coordinators, focus group study and the survey on GKVIP Prototype, we understand more about its benefits as well as weaknesses. More importantly, we have collected useful feedbacks and suggestions in order to improve the prototype in the near future.

##### 4.3.4.1 Benefits

In general, coordinators and volunteers are interested in GKVIP's features and found most of the functions necessary and useful. They agree that it helps to speed up the registration process and improves efficiency of the current volunteer management practices. Therefore, a lot of time spent on face-to-face meetings and direct contacts is

saved. With information of available projects posted on the website, volunteers have a better understanding of all projects, helping them to make more informed decisions.

In fact, volunteers have shown a preference for GKVIP over the current manual process and found the system to be beneficial to both the GK coordinators and volunteers. Thus, we strongly believe that GKVIP will be supported by volunteers in the future.

#### **4.3.4.2 Weakness**

Due to the lack of detailed description and updated information, some volunteers found that GKVIP does not really help them to make a better selection of projects. However, we believe that this will not be a problem in the future when GKVIP is in use. Currently our group is the administrator who uploads and updates project information. Because of the coordinator's time constraint, he could only provide us with the brief information of a few projects. That's the reason why currently GKVIP Prototype can only provide volunteers with limited news and information. In the future when the coordinator uses and monitor GKVIP, he will be able to upload full description onto the website and update it on a frequent basis.

The current version of GKVIP is still simple and easy to navigate. However, a greater emphasis should be put on the user-friendly aspect when it is upgraded with new functions and features. In addition, as suggested by volunteers, the instructions for some sections such as the “Join team” and “Project list” are not clear enough.

#### ***4.3.4.3 Improvement***

From the survey, the five suggested features registration for a buddy in the Philippines, accommodation information (family host, partner hotels) and promotion for GK volunteers, flight information and promotion for GK volunteers and transportation arrangements are intended to be reflected on the full-scale GKVIP. For the time being, due to time and resource constraint, we will be focusing more on necessary features and feasible short-term solutions.

From the focus group and interview, improvements have been presented in the tables above for each comment of users. Besides, as suggested by the participants in the focus group, we will provide more detailed instructions on how to use GKVIP. Simple yet effective solutions such as tooltips for each button will be implemented. In addition, the suggested “Save” function for the registration process will also be created. The file server for teams to store documents and share files is predicted to take a little longer time to be in place. After the necessary functions are included in GKVIP Prototype, we will proceed with the design to make it visually more appealing to volunteers.

## CHAPTER 5: SETTING OF GK NUS STUDENTS CLUB

### 5.1 Motivations of GK-NUS Club

It was communicated that Gawad Kalinga would prefer a longer term relationship with international volunteers. From past experience, GK have benefitted by the presence and contribution of international volunteers and likewise, the volunteers have given positive feedback about their time in the Philippines. However, there seems to be little engagement with GK once they return to their home country, as seen from the previous chapter, whereby the retention of international volunteers is among the key problems identified for GK. With the amount of effort and time committed to educate and immerse international volunteers, it begs the question of whether these past volunteers could sustain activities in GK interest once back in their home country.

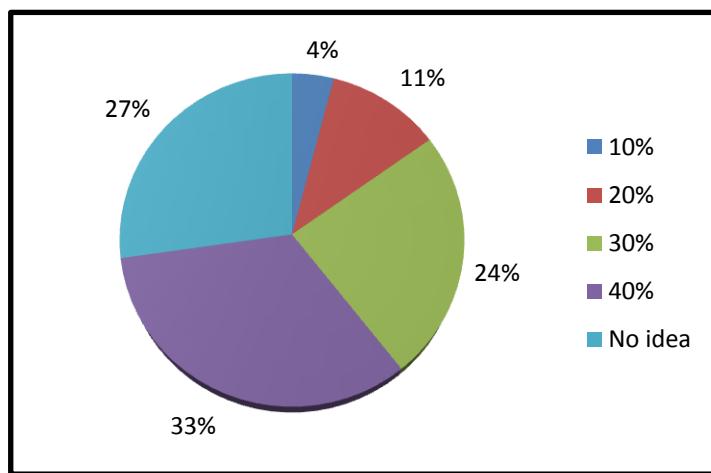
During a gathering with GK Hope Initiative (GKHi), a GK chapter based in Singapore, the idea of setting up a platform in respective schools to sustain the involvement of past volunteers was conceived. It would leverage on the goodwill and enthusiasm of past volunteer to build awareness of GK's course and promote volunteerism in poverty eradication. In the case of NUS, there were about five teams that went to the Philippines for different projects. By combining our efforts and pooling together expertise and experience, it may be possible to make the projects for GK more impactful in the near future. Combining student's interest as a group also enables the organization of activities that can enhance skills such as leadership and project management.

## 5.2 Feasibility study

A survey was conducted to understand the level of awareness and involvement of NUS students about poverty and poverty eradication movements, especially in the context of Philippines. We also assessed the need for a club in NUS dedicated to poverty movements and the kind of activities that students find appealing and beneficial. A total number of 90 NUS students responded to our survey. The key findings from this survey are as follows.

### 5.2.1 Key Findings

With regards to general knowledge of poverty in developing countries, only one third of respondents answered the question correctly (*Figure 5.1*). One interesting finding was that 27% of respondents confessed that they had no idea about what was the proportion of people living below poverty threshold.



*Figure 5.1 Percentage of people living less than 2USD per day*

In context of poverty in the Philippines, a majority of respondents have not heard of any poverty eradication efforts in this country (78%) (*Figure 5.2*). However, most of them

(73%) believe that many NGOs are helping to reduce poverty level (*Figure 5.3*). Around 27% respondents replied “No” to this question with some convincing reasons such as: “Only the country can help itself”, “Helping efforts from NGOs are short term effects”.

Answer		Response	%
Yes, please specify.		20	22%
No		70	78%
Total		90	100%

*Figure 5.2. Awareness of poverty eradication efforts in Philippines*

Answer		Response	%
Yes		66	73%
No, why?		24	27%
Total		90	100%

*Figure 5.3. Helpfulness of NGOs in poverty eradication*

In terms of students’ interest in setting GK club NUS, a large majority of 76% of respondents showed interests in setting up a poverty eradication club in NUS (*Figure 5.4*). Among suggested activities, students appreciated Leadership Training the most, followed by Experience Sharing Session, Project brainstorming and lastly CSR Unplugged (*Figure 5.5*).

Answer	Response	%
Yes	68	76%
No	22	24%
Total	90	100%

Figure 5.4. Need for a poverty eradication club in NUS

Answer	1	2	3	4	Responses
Leadership training	26	30	14	10	80
Experience sharing session	20	26	24	10	80
CSR Unplugged	10	12	22	36	80
Project brainstorming	24	12	20	24	80

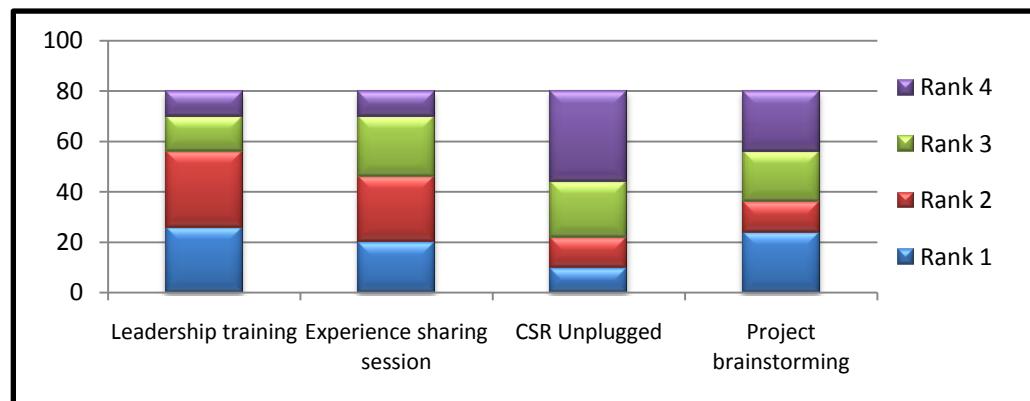


Figure 5.5. Evaluation of suggested club activities

However, the level of awareness of GK is very meager among NUS students as only 26% have heard of GK (Figure 5.6). Consequently, majority of 60% of the respondents showed hesitance in joining GK (Figure 5.7) while another 40% of them are hesitant in participating in immersion trip to the Philippines (Figure 5.8). Both are as a result of the

lack of information about GK. Nonetheless, an optimistic 91% of the students are willing to give a try if a GK club is set up at NUS (Figure 5.9).

Answer		Response	%
Yes		22	26%
No		64	74%
Total		86	100%

Figure 5.6. Awareness of GK

Answer		Response	%
Yes		22	26%
No		12	14%
Undecided as I have little information about GK		50	60%
Total		84	100%

Figure 5.7. Willingness to be part of GK activities

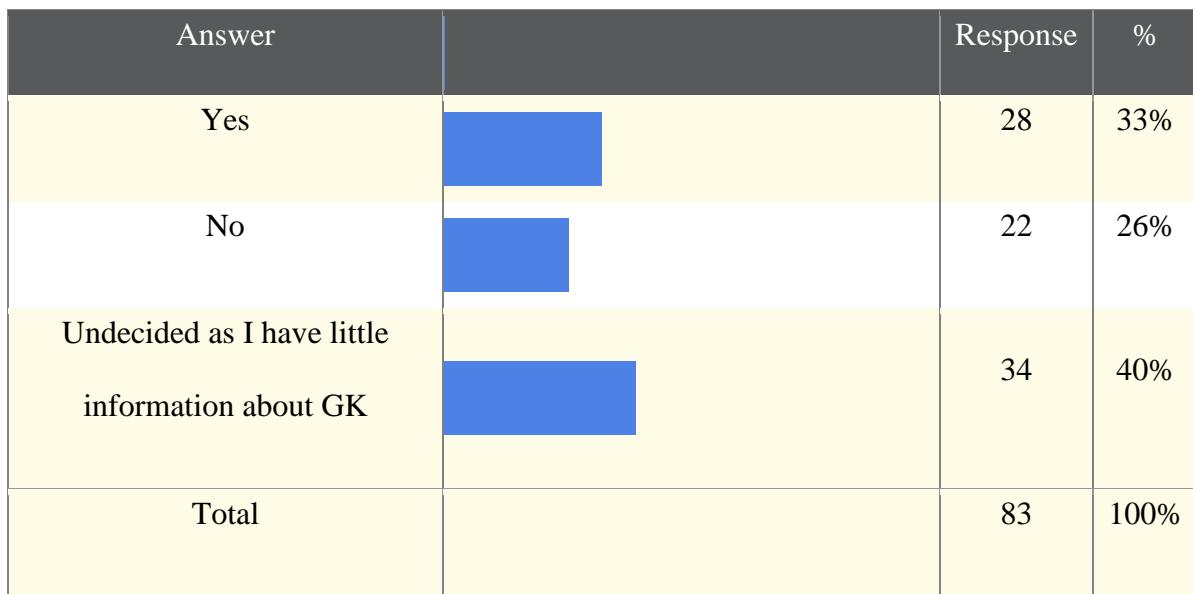


Figure 5.8. Willingness to participate in activities in GK

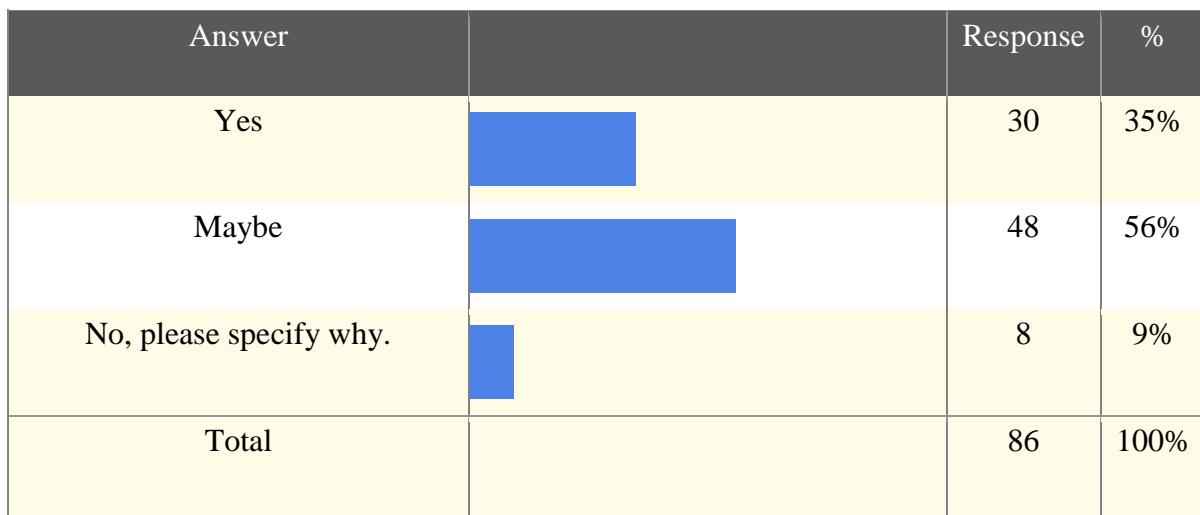


Figure 5.9. Willingness to join GK club in NUS

### **5.2.2 Evaluation of results in favor of starting up a club**

From the survey, the key findings conclude that although most students are not aware or have poor understanding about poverty eradication, they showed an interest to be part of the poverty elimination movements. In addition, the awareness of GK and their operation in the Philippines is still low among NUS students. The survey responses are conducive to our plan to set a GK club in NUS.

The club is primarily conceived as a platform to leverage on past volunteer's enthusiasm to raise awareness of GK and poverty among NUS Students. Combining students' interest into a concentrated platform enables more value added activities to be organized and allows for more impactful contribution. Besides, GK is unique from other NGOs where key values drive the sustainability in the fight against poverty.

### **5.3 Proposal of GK-NUS to Office of Student Affairs (OSA)**

The understanding GK's feedback about volunteer's retention upon returning to their home country, together with our findings has led to the proposal of GK-NUS. The proposal details the objectives, activities, club structures and it is submitted along with collaterals (pictures and storybook) to show concrete intention. Many of the activities have been organized by GK-affiliated students upon return and their experience would be important to guide new members through its formative years.



## Proposal to setup GK-NUS

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## **Introduction to Gawad Kalinga**

Based in the Philippines, Gawad Kalinga (GK) is a non-profit organization that provides a holistic approach to poverty eradication and community development. In Tagalog, Gawad Kalinga means to "Give Care". GK started in 1995 as a daring initiative by Tony Meloto to rehabilitate the squatters in Bagong Silang, Caloocan City, which was the biggest squatters' area in the Philippines back then.

To date, GK is present in over 2000 communities all over the Philippines. Its far reaching impact has gained attention around the world, including Singapore for both support and inspiration. Volunteers from Singapore have participated in a number of site building and immersions in the Philippines. In May 2007, His Excellency, President S.R. Nathan, visited Baseco, a village in the Philippines to launch the feeding program for 500 malnourished children.

To attract more global sponsors and further advocate the GK model to potential adopters in less developed countries, Gawad Kalinga Hope Initiative (GKHi) was established. GKHi leverages on Singapore's strong global standing in business to act as a strategic hub for the purpose of connecting industry partners with the communities being served by GK in the Philippines. Singapore's concentration of regional professionals is also a factor in advocating and bringing the GK model to other countries.

## **Objectives**

GK-NUS is conceived on the following objectives:

**i. To build on the enthusiasm of NUS students who visited a GK Site**

In Academic Year 2009/10, two groups of Business School students and five groups of Architecture students have visited GK sites in the Philippines as part of their course curriculum. The students (about 50) have all experienced poverty by visiting and living with the people in slum areas. They have all expressed enthusiasm in poverty awareness and eradication. GK-NUS seeks to be such avenue to mobilize the fiery passion among students and turn them into solid actions and outcomes.

**ii. To expose NUS students to regional poverty**

In Singapore, poverty may not have been a common phenomenon. With access to GK and experience from NUS senior students, fresh GK-NUS members can have a chance to step out of classrooms and expose themselves to the reality of regional poverty and other social issues.



**iii. To empower students to utilize their expertise in poverty eradication**

It is GK-NUS's underlying message that each and everyone in the community can be active change agents. It is also conceived as a platform for students wishing to contribute with relevant expertise to create a positive social impact. For example, groups of Architecture students have already been to the Philippines to assist in designing houses that are more economical and environment friendly.

**iv. To engage students and impart values of an effective poverty eradication model**

A distinctive feature of GK, as compared to other organizations, is that GK does not only help the poor to build their houses, it also helps to restore people's dignity. "Providing a decent home is just the beginning of the transformation of the people and the community" as stated by GK founder- Tony Meloto. A change in people's mindset and formation of values is the critical to end poverty cycle.

## **Activities**

GK-NUS activities are organized into three areas: Engagement, Enrichment and Empowerment. These are key areas where students can make meaningful contribution to GK and at the same time benefit from GK's vast pool of leaders and professionals.

## i. Engagement

Engagement activities aim to raise awareness among students on poverty and social problems particularly in the Philippines and at the same time arouse and encourage actions to fight poverty. Engagement activities also introduce GK to interested students to help them have a better understanding about the organization, their work in the Philippines and how students can contribute to poverty eradication.

**a. Immersion trips:** The immersion trip is the first formal contact of volunteers with GK. It is purported to give volunteers an insight into GK to know more about its history, vision, program and philosophy. Volunteers will meet with the beneficiaries, organization leaders and visit GK sites. This is intended as a flagship annual event.

**b. Green Kalinga:** Poverty environments often lack adequate water and waste management systems, resulting in environmental devastation and preventable deaths. Green Kalinga engages corporations, environmental experts, research institutions and developers in a focused discussion on approaches to address sustainable means of arresting environmental degradation and poverty. A Green Kalinga symposium was held on 23<sup>rd</sup> January 2010 by GK volunteers from NUS School of Architecture (see *Appendix 1: Green Kalinga*) and this conceived as an annual event in the future.

**c. Advocacy:** GK can benefit by attracting corporate sponsors as well as philanthropy donors. Advocacy also helps bring in volunteers for the project. A

pioneer project for advocacy is the development of the storybook (See *Appendix 2: Snapshots of Storybook*) that aims to raise awareness of GK and inspire volunteerism.

## ii. Enrichment

Enrichment activities aim to develop skills and self-leadership through interaction with GK's vast pool of inspirational leaders of professionals, entrepreneurs and students.

a. **Self- Leadership:** At a recent gathering with university, Junior College and Polytechnic students, a sharing session about self-leadership was conducted by Mr. Tony Del Rozario, General Manager of Coca-Cola Southeast Asia, and Ms. Ong Su Chzeng, the CEO of You Matter and ex-Vice President of JP Morgan Asia Pacific. These leaders believe that the raw ingredient of sustaining an impactful volunteerism is self-leadership. Students were challenged to acquire strengths and energy from volunteerism as opposed to a myth that volunteerism comes at the expense of studies and work, among others.

b. **Social Entrepreneur Unplugged:** GK's course have benefitted from the participation of many prominent entrepreneurs. They have shared their stories and helped inspire greater participation for GK. The NUS delegates have the privileged to listen and be inspired by Dylan Wilk in a recent visit to Manila.

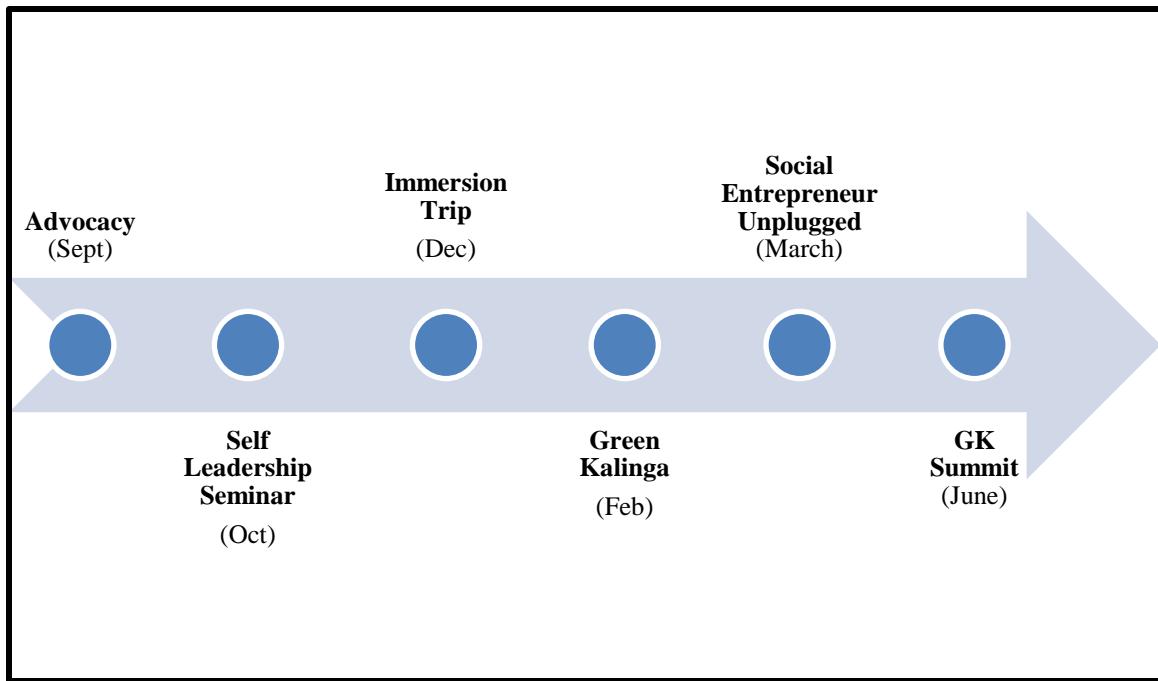
Dylan Wilk is a living example of a successful commercial entrepreneur as well as innovative social entrepreneur. By the age of 25, he was the ninth richest British under 30. In 1999, he gave up his comfortable and luxurious life in the UK to work full time for GK by setting up a business producing cosmetics under the brand:

“Human Nature”. Human nature cuts out intermediaries to reduce price channels the surplus back to the farmers by paying more than the minimum wage.

### **iii. Empowerment**

All the activities mentioned falls within the seven areas of development (see *Appendix 3: Seven Programs of GK*) by GK. Students are empowered to constantly think of innovative ways to benefit the GK community. Depending on interest and field of study, pass examples of include;

- a. **Site study and designed.** Architecture students involved in site study and designed of a GK site. Designs include use of space and Green Kalinga initiatives.
  
- b. **Volunteer Management Project and Social Enterprise.** Business School students engaging on Volunteer Management project and social enterprise in developing tourism project.



*Figure 1. A brief timeline for the proposed club's major events*

## Structure

It is conceived that the club would adopt a functional structure according to its objective and the activities structured. GK-NUS would be advised by the director of Centre for Social Enterprise (CSEP), Associate Professor Albert Teo of University Scholars Program (USP) and Aileen Ong of GK Hope Initiative Singapore (GKHi).

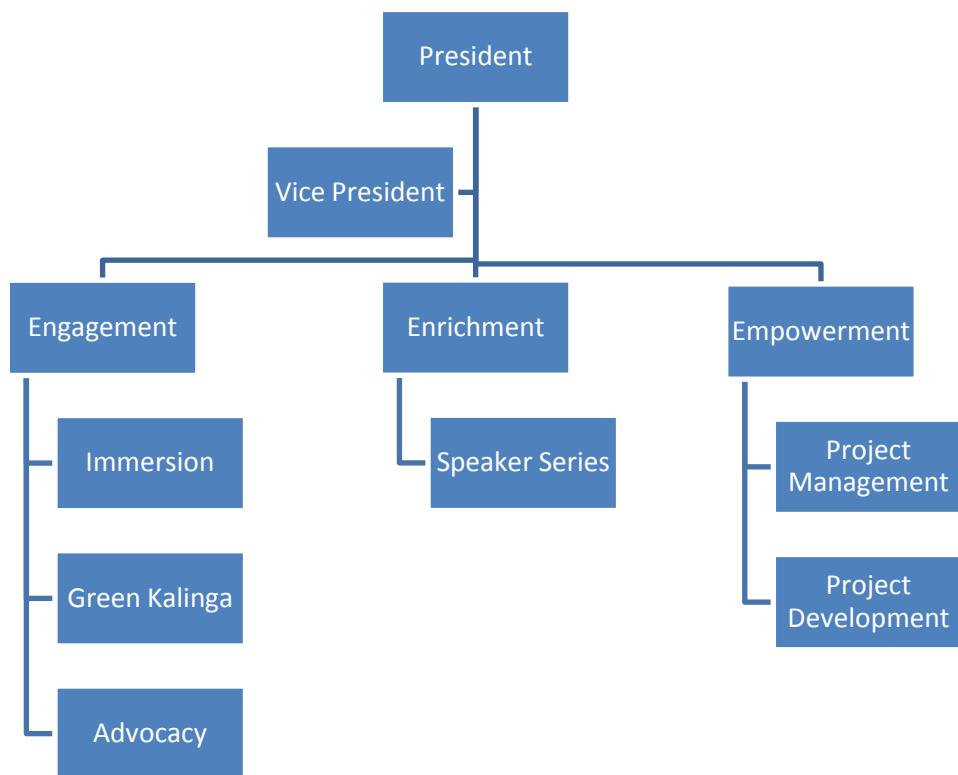


Figure 2: Proposed organization structure

The mode of succession for each academic year would be by popular vote across club members.

## **Succession Planning – Interested Persons**

There are about 50 students who have experience with GK. There have been expressions of interest to participate in Gawad Kalinga as poverty elimination NGO by USP students and NUS Business School Master Program. The following list of students, granted, will form the 1<sup>st</sup> batch of GK-NUS.

Pek Ling Yong	U086458N
Ng Geok Han	U086400R
Chen Siyi Jocelyn	U082837B
Oscar Goldron Korintus	U086484H
Huang Qingyuan	U080368X
Ng Si Jia	U086608E
Chan Bao Xian Charissa	U086528Y
Chan Ee Zhen	U086587N
Chen Yingquan Gerry	U077672E
Loh Boon Poh	U077669N
Tan Tiang Soon	U077713M
Tee Keh Ni	U068831B
Tan Shuat Zhen	U068816R
Sharmini Rae James	U068809E
Gan Ren Yu	U068813H
Er Lee Hong Dora	U068765M

Davamoni Rathika Florence	U068821E
Lee Yen Yoong	U064919X
Alison Lai Fenn Ye	U064556E
Nguyen Thi Ngoc Yen	U064549U
Nguyen Phan Huyen Anh	U064598M
Nguyen Ngoc Anh	U064596N
Teow Hong Jun Jasper	U064721E
Tan Wei Ming Fabian	U0604924
Wang Jiaquan Norman	U064751U
Yip Kai Wan	U0604298
Peh Su Ling Esther	U064446L

## **Appendix 1 - Green Kalinga Symposium**

GKHi organized the Green Kalinga Symposium for non-corporate audience to raise awareness about building sustainable environmental friendly communities.

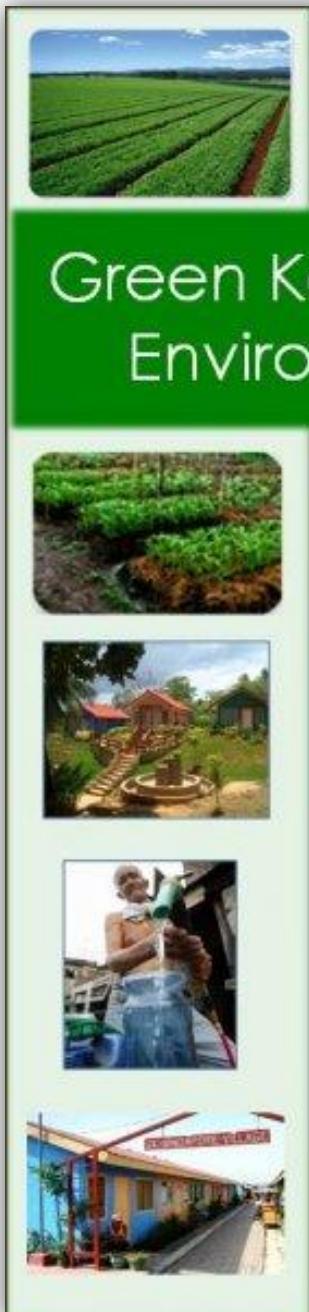
### **Quick Facts:**

<b>Date</b>	23 January 2010
<b>Duration</b>	9:00am-5:00pm
<b>Venue</b>	NUS School of Architecture
<b>Notable Guest</b>	Tony Meloto, Chairman and Founder of Gawad Kalinga Aileen Ong, Chairperson of GKHi Elisea “Bebet” Gozun, Champion of Green Kalinga Tony Del Rosario, CEO of Coke Asia Pacific Delegates and presenting team from the Philippines
<b>Total Guest</b>	400 students: universities, polytechnics, Junior Colleges and high school

### **Brief Event Flow:**

- The event starts with an opening address by the welcoming committee to give the audience a brief understanding about GK and the importance of environmental approaches in building new communities.
- There were five areas of discussion (Green Architecture, Water Resource Management, Organic farming, Green School and Waste Management), where participants would get the opportunity to attend to attend two sessions.
- After lunch break, participants would be randomly assigned to a detailed and in-depth site study hosted by presenting team from the Philippines.

## Green Kalinga Symposium Poster



**BAYAN ANIHAN**  
Empower the Poor, Eradicate Hunger

**GREEN KALINGA**

**NUS**  
National University of Singapore

# Green Kalinga Environmental Symposium

## *Save the Environment, Save the Poor!*

### Saturday 23 January 2010

Immerse yourself in practical environmental approaches to building sustainable communities and alleviating poverty

A program for Students, Educators and Individuals of all backgrounds

9am - 5pm

Venue and refreshments hosted by  
**Department of Architecture**  
**School of Design and Environment**  
**National University of Singapore**

*Environmental approaches to be explored:*

**Green Architecture:** Siting, improved lighting and ventilation of homes and buildings

**Organic farming and reforestation:** Organic food sufficiency program Bayan Anihan, agroforestry and mangrove reforestation

**Water Resource Management:** Water supply management and wastewater treatment

**Green school – Miriam College:** Green Projects and initiatives on and off campus

**Ecowaste management and Alternative energies**

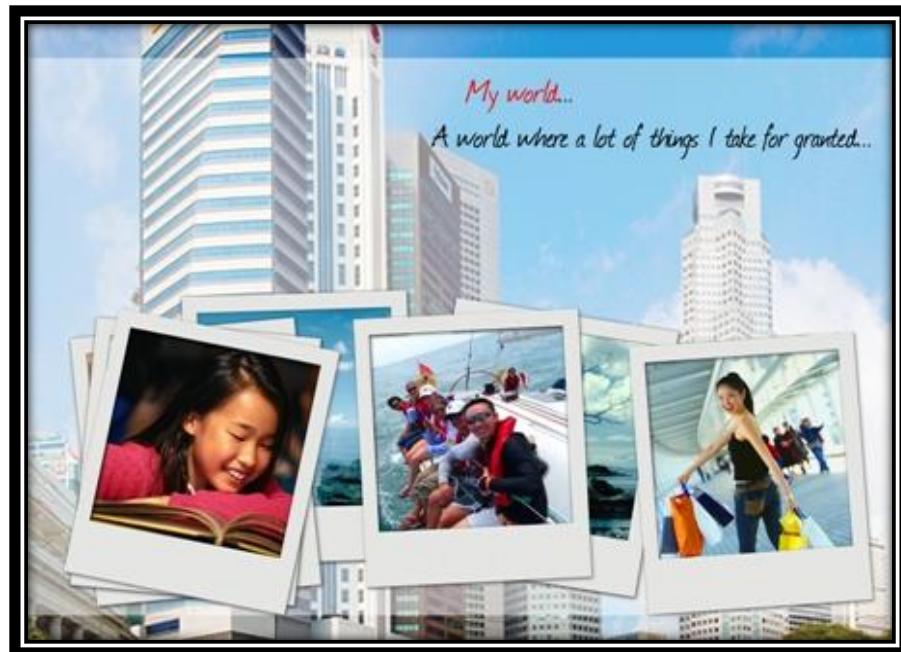
RSVP by 10 January 2010 to [greenkalinga2010@gmail.com](mailto:greenkalinga2010@gmail.com)

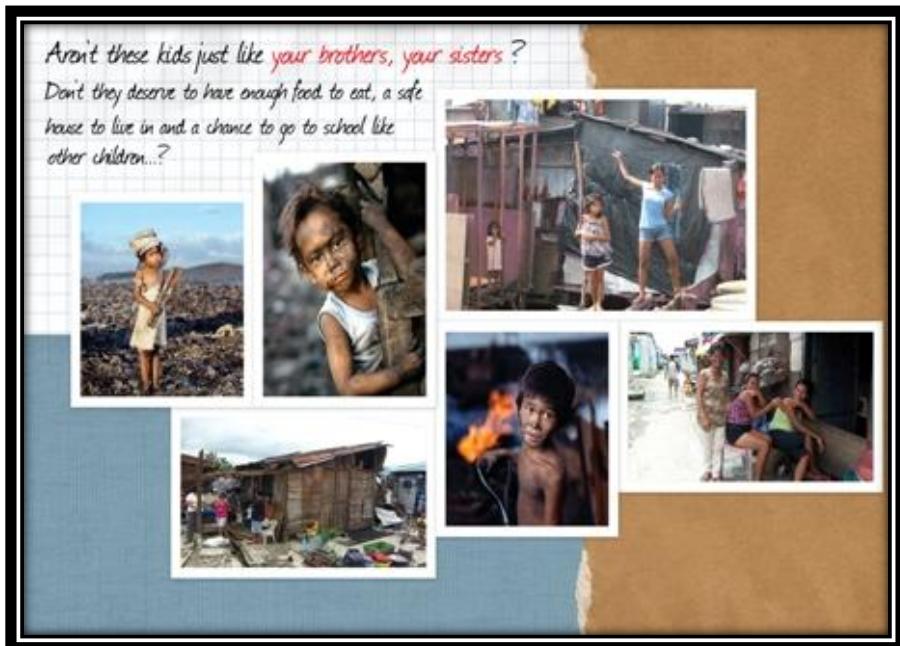
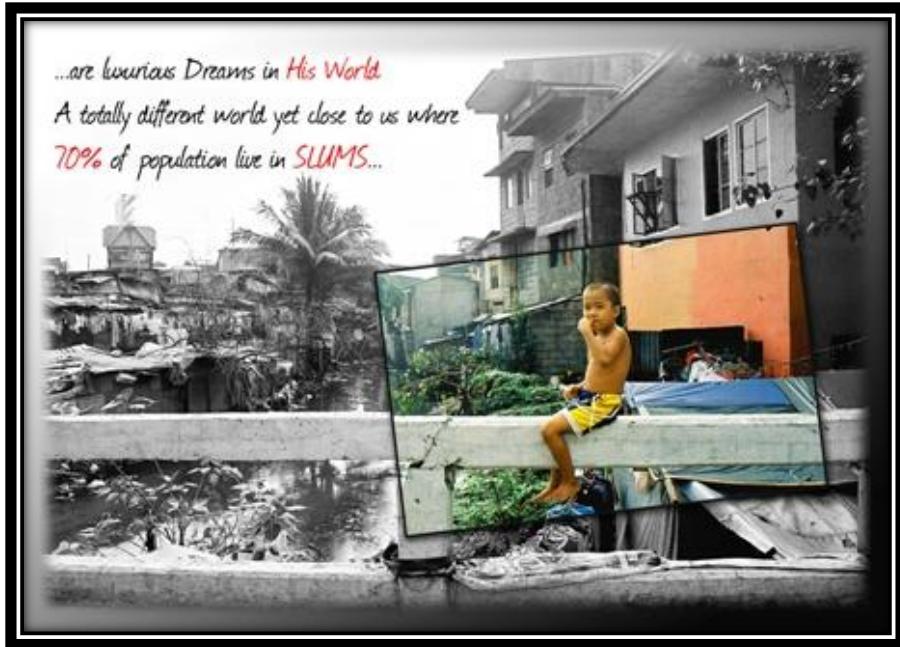
**GawadKalinga**  
Presented by GawadKalinga and GK Hope Initiative  
Think Globally. Act Locally.

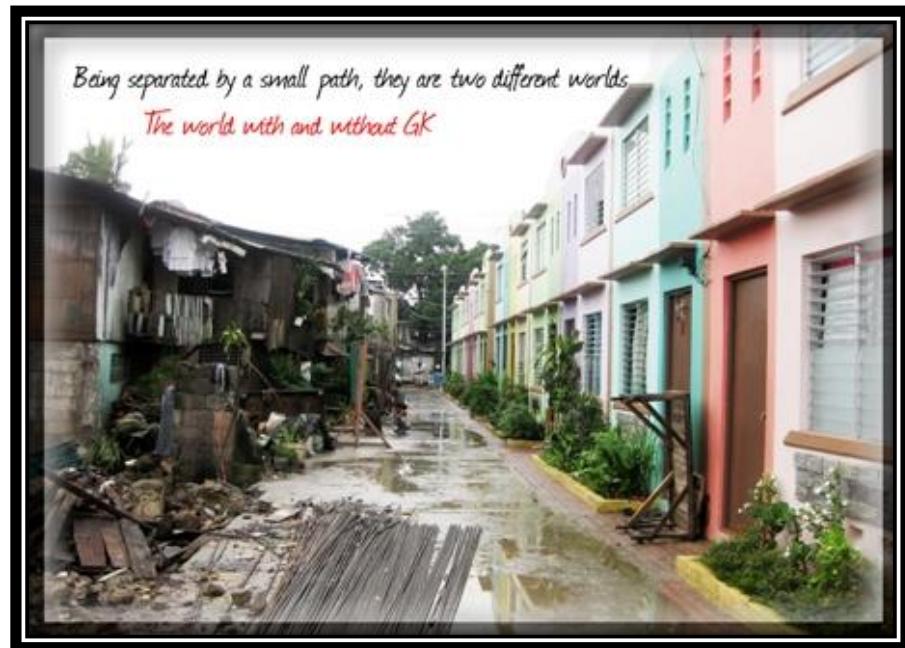
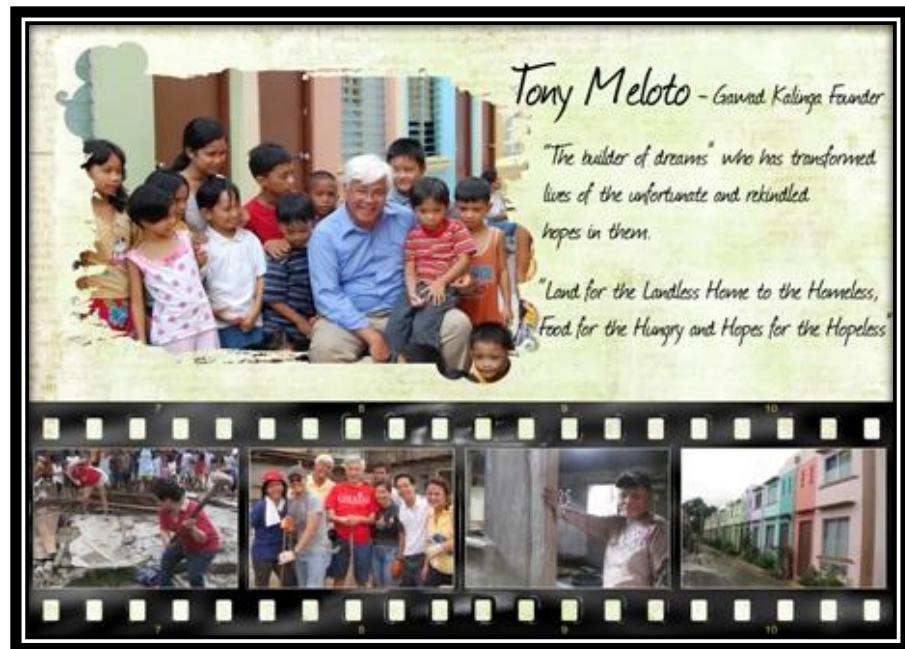
**GKHI**  
GK HOPE INITIATIVE  
+63 2 270 137621

## Appendix II – Storybook (Screenshot)

The storybook is a publication about our immersion trip combined along with some key points that aims to be an effective advocacy tool. Below are some selected pages of the storybook.







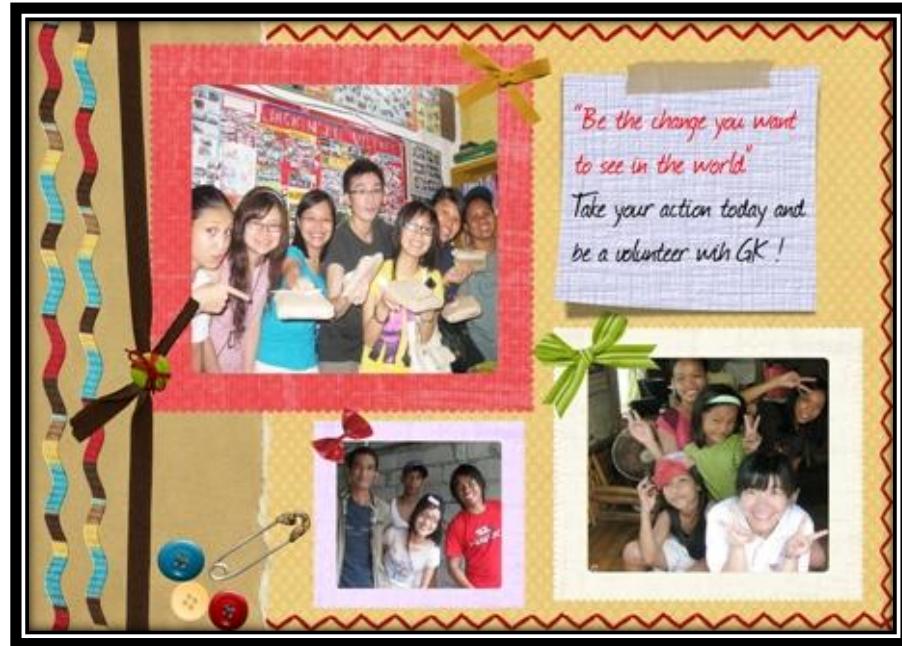




Have you wondered if your happiness, your achievements  
are complete if they are only for yourself?

Do you know happiness is contagious  
and **YOU** can be the one making the difference?







It is the end of our book  
But it's just the beginning  
of the journey.  
*Are you ready to write  
your own story?*

"Let's paint their dreams  
and color your life  
Happiness is that simple,  
don't you realize?"



Visit [www.gkworld.com](http://www.gkworld.com) for more information

### **Appendix III – Leadership Session with Tony Del Rozario and Ong Su Chzeng**



Tony Del Rozario of Coke Asia Pacific sharing about self leadership in volunteerism with students from Junior College, Polytechnic and University while Ms Ong Su Chzeng looks on with great attention.



Tony joining in the discussion with students



Student leader, Mr Soh Ju Hu from NTU, sharing his GK experience with the guests.

## Appendix IV – 7 Programs of GK

### Kapitbahayan Empowerment

The Kapitbahayan Empowerment delivers GK's core strategy of building a culture of bayanihan (solidarity and cooperation) in poor communities by organizing families into kapitbahayans (neighborhood associations) bound by common aspirations and shared values.



### Shelter TATAG

The shelter program builds beautiful houses, schools, multipurpose halls, pathways, and other infrastructure for the community's well-being. This includes repainting and restoring the house, enhancing the surroundings as well as maintaining the cleanliness of the area.



### Child and Youth Development Program (CYD)

Through this program, we aim to promote the proper growth and development of the children and youth living in GK communities through formal and non-formal education interventions such as values formation, skills training, talent workshops, and tutorial sessions.



## **Productivity**

Productivity or the Livelihood program aims to develop the manpower program within GK. This also includes the Bayan-Anihan program that ensures that no resident goes involuntarily hungry in a GK community by building farms and inculcating the value of self-sufficiency.



## **Community Health Program (Gawad Kalusugan)**

Gawad Kalusugan ensures that individuals and families are empowered to deliver basic health services and where the health systems are in place to respond to the community's health needs.



## **Environment Program (Green Kalinga)**

Green Kalinga builds a mindset in GK that upholds and enriches the fundamental relationship of the individual, the community, and the environment by mainstreaming environmental technologies to ensure clean air, clean water, productive land and seas and the use renewable resources.



### **Tourism (Mabuhay)**

Mabuhay teaches GK communities to celebrate and showcase the inherent beauty and vibrance of the Philippines and its people by organizing tours to GK communities and strengthening our roots, values and culture, instilling in the communities the spirit f patriotism and love for country.





# PART FOUR

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## CONCLUSIONS

## CHAPTER 6: AFTERTHOUGHTS

### 6.1 GK – A Truly Inspirational Experience

We are thankful for this opportunity to work with Gawad Kalinga (GK). We began our project with the immersion trip with the sole purpose of doing site surveys and collecting data. Nonetheless, this journey turned out to a pleasant surprise that enriched every single one of us. The warm hospitality of Filipinos can be felt even from the moment we landed at the airport to the days we spent in GK villages. Everyone, including the GK Coordinators, the beneficiaries, fellow volunteers and an everyday Filipino were genuinely kind and friendly and they have always gone out of their way to help in our research. Furthermore, as we spent most days in GK Pinagsama, our home-base site, the interactions with villagers made us feel as though we are part of the family.

Throughout the sharing sessions to understand the work of GK, we became aware of the hardships of the villagers' life before GK. The positive influence of GK is beyond comparison, but more critically, it gives fresh hope for a better life. For us, it adds a sense of conviction about the organization we are engaged with for our Consulting Practicum (CP) project and it motivates us to deliver tangible recommendations that could benefit the various stakeholders of GK.

In the process of volunteering to help, however, we came to the realization that it was us, volunteers who were helped and these experiences enriched our very own lives instead. Although the GK villagers were less fortunate and possessed little material wealth than most of us, yet it does not diminish the warmth, kindness and generosity towards one

another. It struck a chord in our hearts and inspired a sense of gratitude in our lives. Blessed by such experience, we would heavily refer any fellow student to GK.

Moreover, we hope that our volunteer management solution – the GK Volunteer Integrated Platform (GK VIP) will benefit both coordinators and volunteers and enhance the coordination process. We also hope that GK NUS would be an effective platform to better consolidate activities in GK's interest. Throughout this one year project, we have had a fair bit of success and failure; and we have also experienced both difficulties and challenges. But above all, this process of overcoming all the challenges to successfully complete this project was most memorable. Thanks to this experience, we have drawn a number of life-time important lessons and skills for ourselves.

## **6.2 Lessons Learned**

### **6.2.1 Over-reliance on One Vendor**

Many projects fail because of poor vendor management. From our experience with the engagement of Social Media Enterprise Pte. Ltd and given the significance of the development of the prototype to our project, we came to the realization that we may have over-relied on one party. We learned that it is extremely essential to have a backup plan in case the other party fails to do what they promised.

In this case, since Social Media Enterprise was engaged on the basis of voluntary to build the prototype without charging any fee, we thought that we should not push the company too hard. As a result, Social Media Enterprise extended the project deadlines a few times. Without sufficient incentives, the company's commitment to the project decreased as the

company staffs were getting busy with other projects. This led to problems of over-promise and under-deliver.

Consequently, the release date of GK VIP Prototype was delayed for two months as compared to the initial plan. In the end, we were left with only one month to complete both the prototype development and evaluation. Although we sought for help from Mr. Alvin Yong, the Regional Content Director at Lycos Asia, Dr. Fiona Nah who is a Professor in NUS School of Computing and students from NUS School of Computing, we were unable to find a suitable party which is able to finish the rest of the project within one month. Fortunately, Social Media Enterprise introduced Mr. Thay Xian Rong to help us to finish the GK VIP Prototype on time.

Vendor management plays an important role in the success of every project. From this experience, we have learned that it is of utmost importance to actively seek for alternatives and prepare ourselves better by planning for backup. Furthermore, reliability should be one of the priorities when looking for vendors. Close monitoring with specific requirements, deadlines, measurement of performance and sufficient incentives will enable a smoother process.

### **6.2.2 Strict monitoring to ensure progress**

When liaising with Social Media Enterprise, we monitored the work progress mainly through emails and face-to-face meetings. However, the meetings and progress reporting were not done on regular basis. Despite our effort to contact the staffs, there were frequent delays and small intermediate deadlines were unmet. One key learning point from this CP project is that we should have monitored progress more closely and strictly.

Learning from the mistakes, we decided that we should change our monitoring process when working with Mr. Thay Xian Rong, the second coder we engaged in. For this time, we set a very strict deadline for the development, testing, modification and enhancement phases. Due to time constraint, this coder was asked to report the progress on a daily basis so that we could react promptly to the unexpected contingency such as server down time and application errors. As a result, in spite of the very tight schedule and timeline, both our team and the vendor worked much more efficiently, and in the end we successfully finished the project in time.

### **6.2.3 More Buffer Time for External Events**

We divided the projects into different sub-phases according to a timeline. We try to adhere to the timeline but soon realized that there were external factors that were beyond our controls. For instance, the Typhoon Ondoy devastation that struck the Philippines in October 2009 as well the busy workload of international coordinators had severely delayed our progress. There was also a gross underestimation about the difficulty regarding the technical areas of the project, especially in an area IT where it is unfamiliar to our group. Failure to understand the complexity involved would resulted in unrealistic timelines. It taught us the need to always plan for a buffer in case of uncertainties.

### **6.2.4 Cooperation and Collaboration with Various Partners**

In order to complete this project, our group has received a great deal of help from other individuals and organizations such as Globe Telecom, Ateneo de Manila University, National College of Science and Technology (NCST) Philippines, Ms. Ong Su Chzeng,

Ms. Aileen Ong, GKHi and GKYA. After the immersion trip, we have been working closely with the representative coordinator in GKHI, Mr Paolo Domondon, and with the President of GKYA, Mr Soh Ju Hu.

We have benefited from their cooperation and advices with regards to our project. Without them, we might have possibly encountered many problems in data collection and solution design. Furthermore, the corporation with various groups such as the marketing group from NTU, the Bed and Breakfast group from NUS, and student groups from Ngee Ann also helped us in brainstorming and implementing the project. Working with different parties also enhances our communication skills, builds up relationship and network with people from different backgrounds.

### **6.2.5 Volunteerism**

This project has exposed us to different aspects of volunteerism which we were not familiar with. Being tied up with the responsibilities as a student, we did not explore the many chances for voluntary work although we were interested to help people in dire need of help. Through this CP project with GK, we came to the realization about our roles and abilities in helping to build up a better society. We had great fun partaking in the effort with the villagers to build their houses, teaching and playing with the children. Back in Singapore, we continued to help out with several events and activities organized by GK as well as to share our stories and experiences in the hope of inspiring others to stand up from their comfort zones and join this life-enriching movement.

Thanks to the project, we had a memorable trip in the Philippines filled with unforgettable experiences; and most importantly, gained a lot of exposure to different aspects of life including volunteerism. In the future, we will definitely strive to continue our volunteerism with GK and other non-profit organizations. As we step into the corporate world, this journey with GK has certainly equipped us with a sustainable mindset on social responsibilities. This experience, in fact, has prompted us to explore the possibility of introducing GK volunteerism to Corporate Social Responsibility program in our prospective companies.

### **6.2.6 Leadership Skills**

During the past ten months working with GK, we have encounter many inspirational leaders such as Tito Tony Meloto – the founder of GK, Ms. Aileen Ong – President of GKHI, Ms. Ong Su Chzeng - CEO of You Matter and ex-vice president of JP Morgan Asia Pacific, Mr. Dylan Wilk – a young millionaire, and Mr. Tony Del Rozario - General Manager of Coca-Cola Southeast Asia. They are exemplary models for us; being successful entrepreneurs and at the same time great philanthropists who have made tremendous positive impacts on the lives of fellow brothers and sisters in dire need of help. We were inspired by their determination, their talents and especially their fiery passion for transforming the lives of the poor.

What was most memorable for us through out this journey with GK was the relentless effort of Tito Tony to reach out to youths like us. We were very fortunate to have two face-to-face dialogue sessions with Tito Tony, once in Singapore and the second during

our immersion trip to the Philippines. A very successful leader like him willingly spent hours with us, students, to share his passion and stories on how he started with GK.

They also shared with us their secret of success which we find useful for our future career. For instance, at the GKYA recruitment event, Mr. Tony Del Rozario and Ms. Ong Su Chzeng taught us about self-leadership. Learning from these leaders, we cultivated an attitude found in knowledgeable and caring leaders, a human-oriented thinking and a care-to-share mindset, which are necessary for any leader in any organization or society. It's a leadership model which not only cares for the corporate bottom lines but for the society equality.

Moreover, we not only engage ourselves in more humanitarian activities but also encourage others to give a hand in this poverty eradication campaign. With determination and effort, we hope that as the next generation, we will be able to make a contribution to the society by giving the poor a better life.

### **6.3 Moving Forward**

#### **6.3.1 Future Development of GK VIP**

Moving forward, our group hopes that the GK VIP and GK NUS club, as we have proposed, would set forth the pathway for volunteerism of international volunteers. Both the GK VIP and GK NUS are aimed at helping to raise awareness of the poverty eradication movement in general, and particularly GK among students in Singapore.

There is still much room for further development and improvement of the GK VIP since our project is just the first stage of the program designed to conduct pilot studies to

collect important data and test the idea. IBM had expressed an interest to help GK develop its volunteer management program. If this is the case, our evaluation of the pilot test will facilitate their development process of the full database. We hope that GK VIP can assist GK in managing volunteers more effectively by disseminating information quickly and , thus saving time, cost and human resources.

More importantly, we believe that the GK VIP system that we suggested is applicable to and useful for other NGOs as well, such as Tripura in India, or Global Village Foundation in Vietnam. Through our talks with these NGOs, we found out that these organizations are facing the same problem – the lack of an effective volunteer management program. These organizations can adopt this system and customize it so as to meet their own requirements. Ms. Elaine Kueper Mohini, the Global Director of Tripura Foundation, showed her interest in our system and was keen to hear from our team once the system is implemented. Because of its benefits and user-friendliness, we hope to be able to see the wide implementation of this Volunteer Integrated Platform across other non-profit organizations with a high flow of volunteers. As such, this VIP would be the perfect marriage of the volunteers' efforts and the growth of the non-profit organizations.

### **6.3.2 Future Partnership of GK**

After witnessing the impact of GK, we are convinced that GK has effectively involve the entire society in “giving land to the landless, home for the homeless, food for the

hungry". The next phase would be further advocate GK's unique courses and spread this model to other organizations wherever applicable.

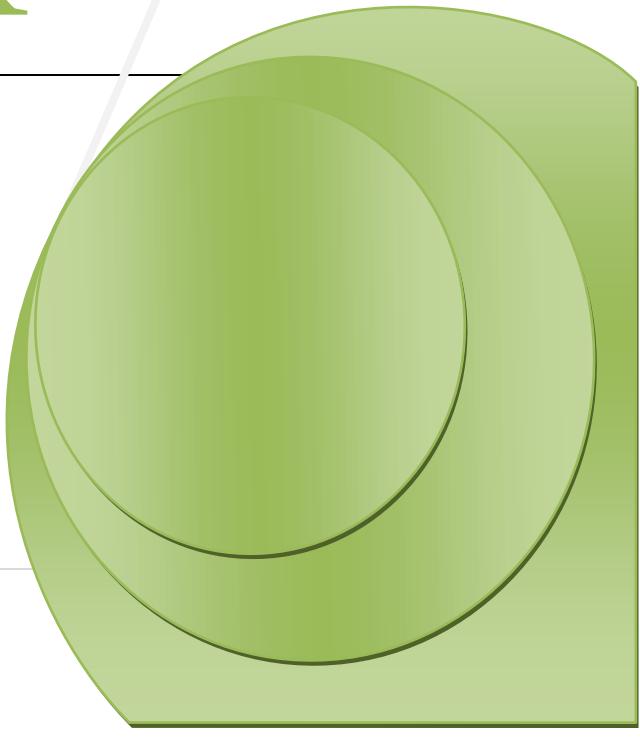
For instance, in Vietnam, a potential GK's future partner is Global Village Foundation, founded by Ms. Le Ly Hayslip. Such partnership would be beneficial for developing countries like Vietnam to adopt the GK's sustainable model of community development, while at the same time; Global Village Foundation could transfer its best practices to GK. This presents a good platform for other non-profit organizations to learn from one another in order to better serve its purposes and beneficiaries. Furthermore, during a recent Social Entrepreneurship Talk by Ms. Le Ly in NUS, Ms. Aileen Ong showed keen interest in the effort to forge a close partnership for both GK and the Global Village Foundation.

#### **6.4 Concluding Remark**

Efforts of non-profit organizations like GK should be strongly encouraged. There are neighboring countries in this region that are in need of such an effort to provide, according to the mantra of GK, "land for the landless, home for the homeless and food for the hungry". This sustainable model for global development could possibly help to address a global issue of poverty by transform lives of the unfortunate and rekindle the hopes in them. Even at the individual level, volunteerism that advocates for the work to help build the community would make a great difference in the lives of others in need. What more would the union of a global effort do" in making changes to the world. Therefore, "be the change you want to see in the world".



# APPENDIX



## APPENDIX

### Appendix 1: Milestones of GK

#### **1995: Hope Begins**

Couples for Christ (CFC) initiated its work with the poor in Bagong Silang, the biggest slum in Metro Manila. This first seed was eventually called GK.

#### **1996 to 1999: Sacrifice and Perseverance**

Social engineering began in Bagong Silang by providing training and education for gang members, and working with their families in beautifying community areas. The very first GK house was built.

#### **2000: Setting the Foundations**

11 teams pioneered the first GK villages outside of Bagong Silang. Programs for shelter, child and youth development and health programs were started.

#### **2002: First Major Partner**

Philippines President Gloria Arroyo allocated P30 million to build 1,000 GK homes. This was matched by local areas, and allowed GK to be replicated in key areas throughout the country.

#### **2003: The Nation Responds**

GK777, the vision of building 700,000 homes in 7,000 communities in 7 years was launched. Former President Corazon Aquino declared that "GK is People Power".

#### **2004: The Tipping Point**

GK is able to bring both private and public sector to embrace the vision of a slum-free Philippines. Corporations and politicians rise above divisions and work together to transform communities.

#### **2006: Seeds of Sustainability**

GK Bayan-anihan started, seeking to restore productivity to the land and food sufficiency for GK residents. GK Mabuhay began transforming GK communities into tourist destinations. GK and Tony Meloto received the Community Leadership award from Ramon Magsaysay Foundation, Asia's Nobel Peace Prize.

#### **2007: GK Expands Overseas**

Singaporean President S.R. Nathan launched their feeding program on February 14 at GK Baseco, Manila. British Minister of State Dr. Kim Howells visited GK Pinagsama and noted that the world was seeing "a new renaissance of the Filipino."

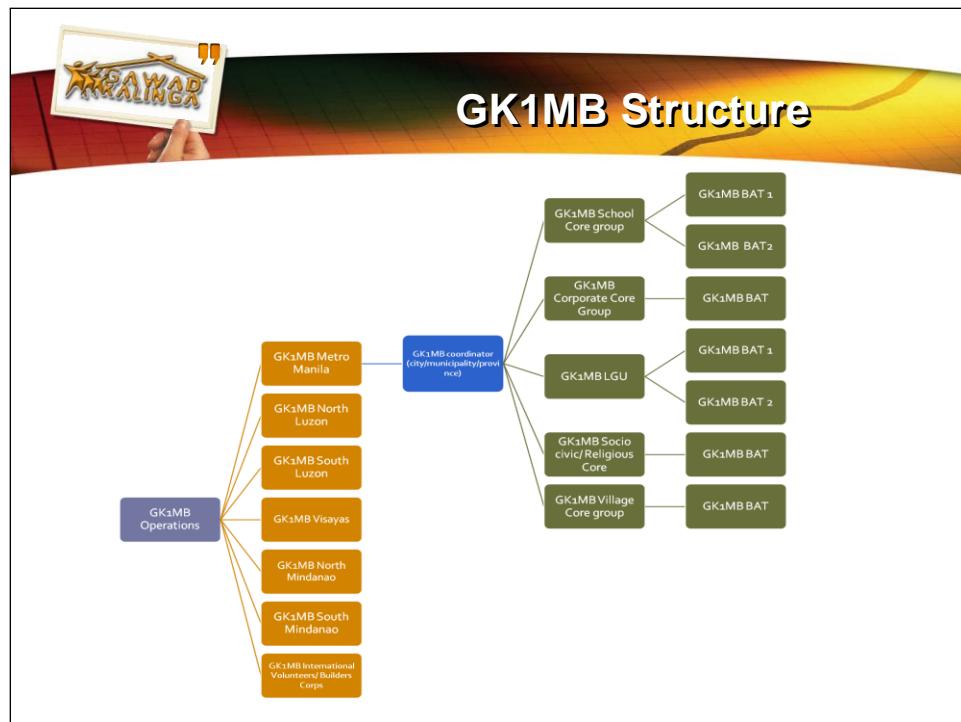
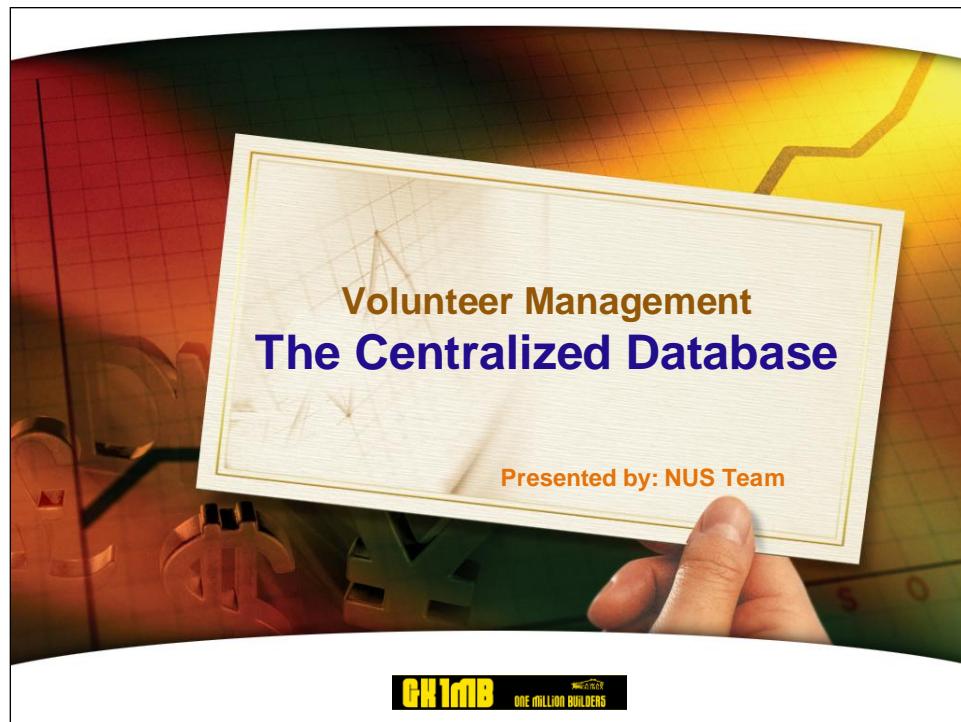
#### **2008: The Science and System Supports the GK Spirit**

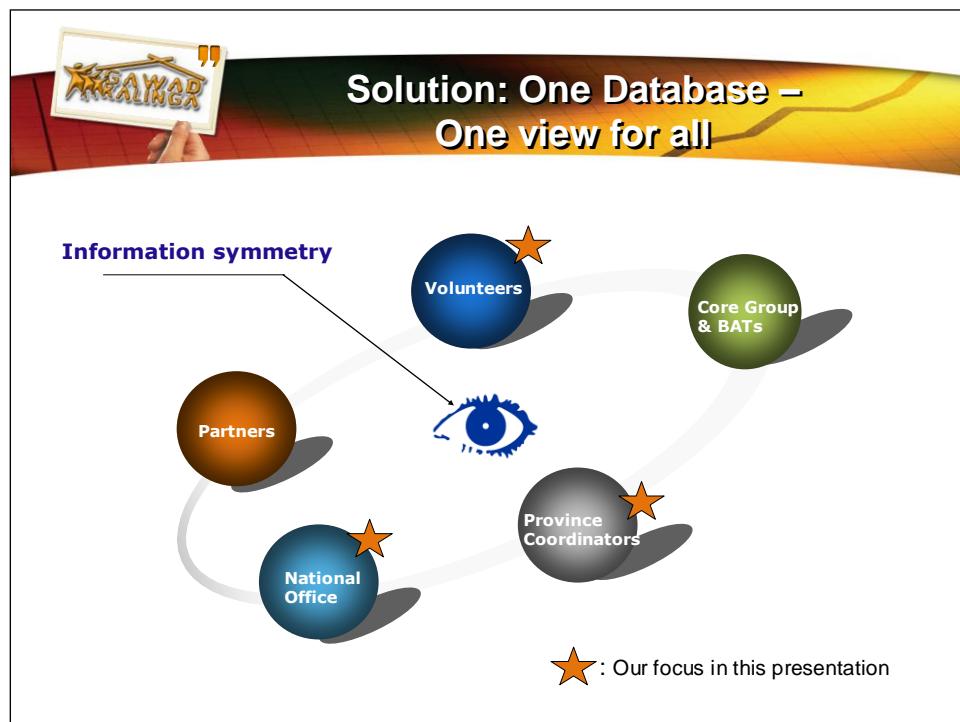
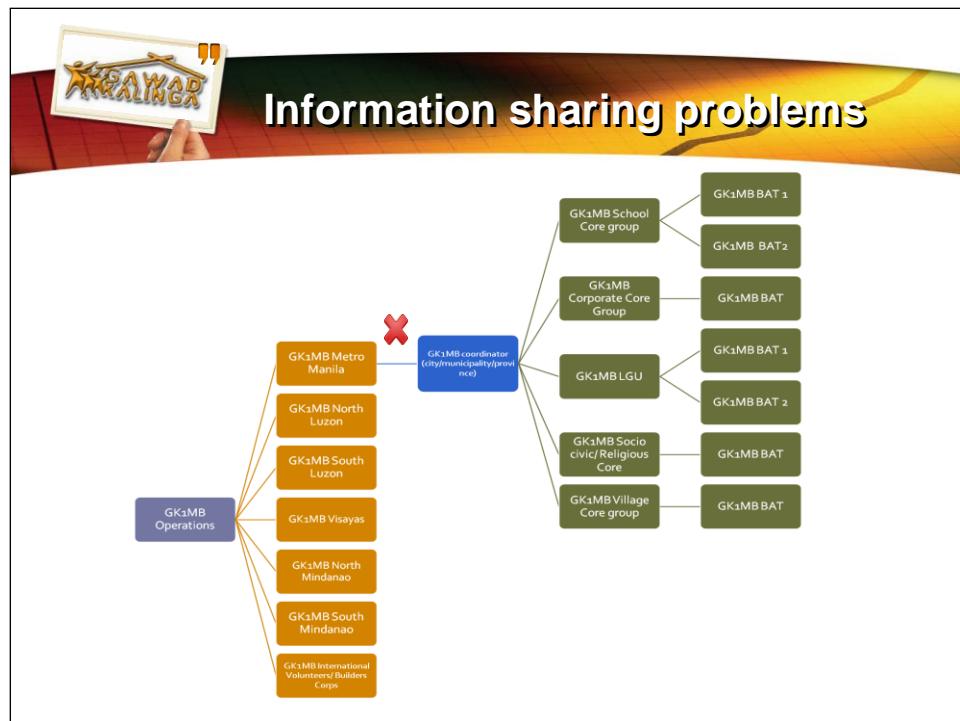
The GK Builders Institute, the think tank, training arm, and learning center was started. African nationals visited the Philippines with plans to adopt GK in South Africa. GK advocates Dylan Wilk and Nathan Mari along with their families drove 22,000 miles across America to spread the work of GK.

#### **2009: Global Model for Poverty Alleviation**

GK launched GK2024, a 21-year vision which provides the roadmap towards a First World Philippines. The model for development is unveiled to the world at the first GK Global Summit in Boston, to end poverty in other developing nations.

## Appendix 2: Presentation slides for 11<sup>th</sup> Sept 2009 Conference







## Introduction to Centralized Database System Solution GK VIP

- ❖ GK VIP: GK Volunteer Integrated Platform
- ❖ A central master space to store information related to volunteer management activities
- ❖ An integrated common platform which facilitates direct communication and data sharing between GK staffs and volunteers



## GK VIP Functions and Features

- ❖ Information Features
- ❖ Registration for Volunteers
- ❖ Automatic Suggestion of Itineraries (Users)
- ❖ Management of Itineraries (Staffs)
- ❖ Schedule Management
- ❖ Progress Management



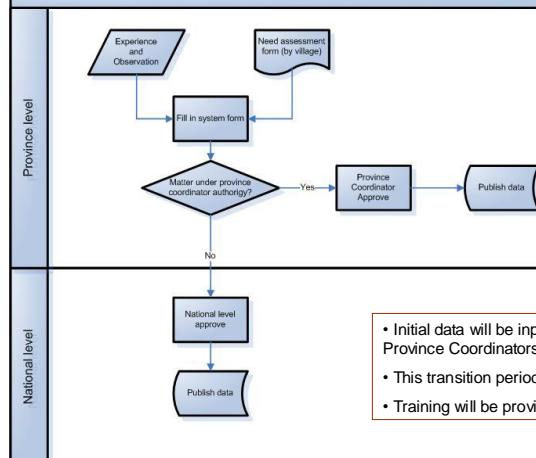
## GK VIP Functions and Features

- ❖ Site needs assessment update
- ❖ Comprehensive Post-trip administration
- ❖ Social media features
- ❖ Integration with other websites and systems
- ❖ Open system

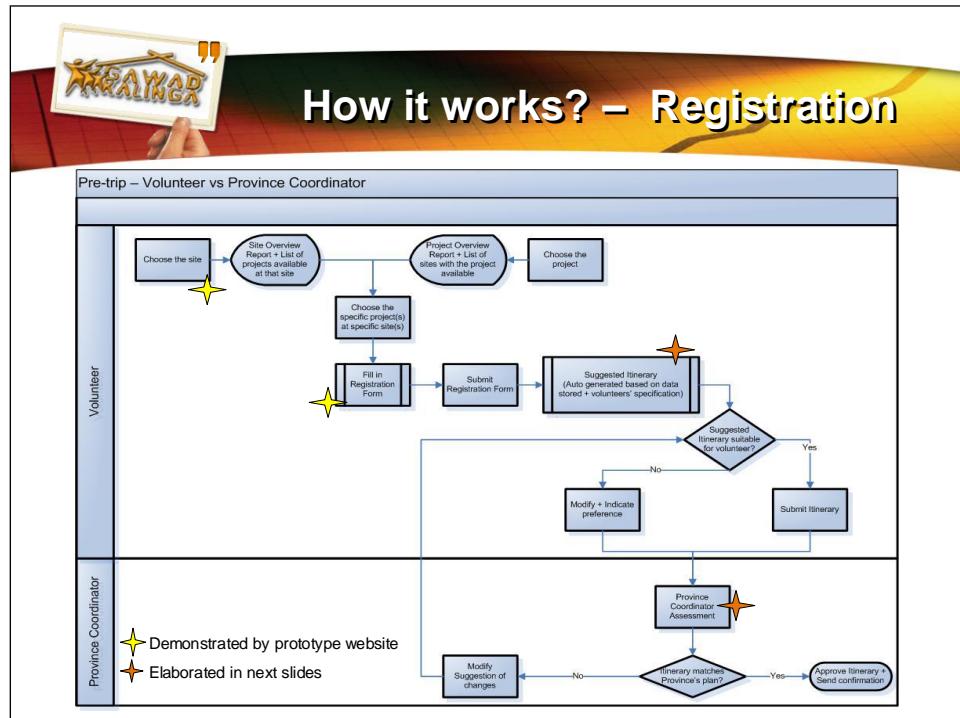
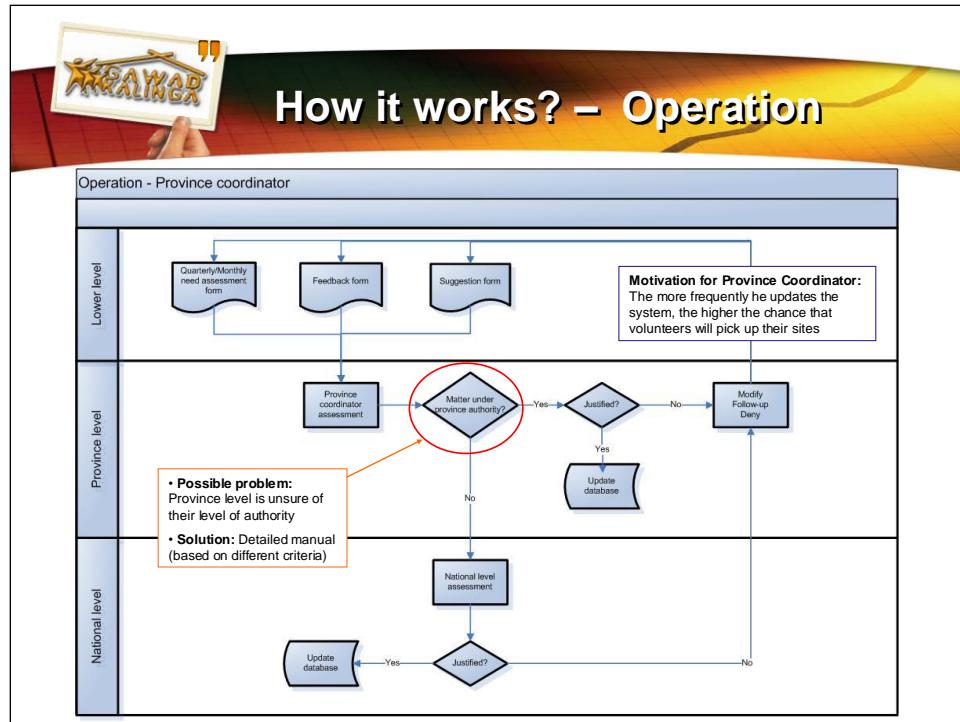


## How it works? – Initial Data

Initial input data – Done by Province Coordinators



- Initial data will be input by all parties but mainly by Province Coordinators as they know their area very well.
- This transition period last from 3 to 6 months.
- Training will be provided during this period.





## How it works? – Registration

❖ Suggested Itinerary

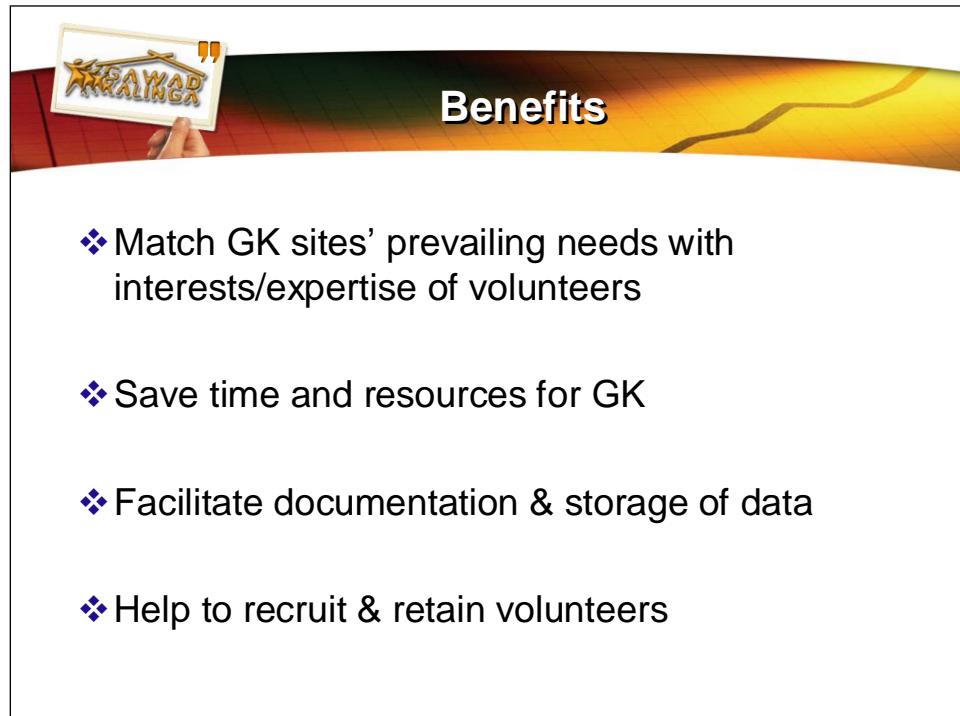
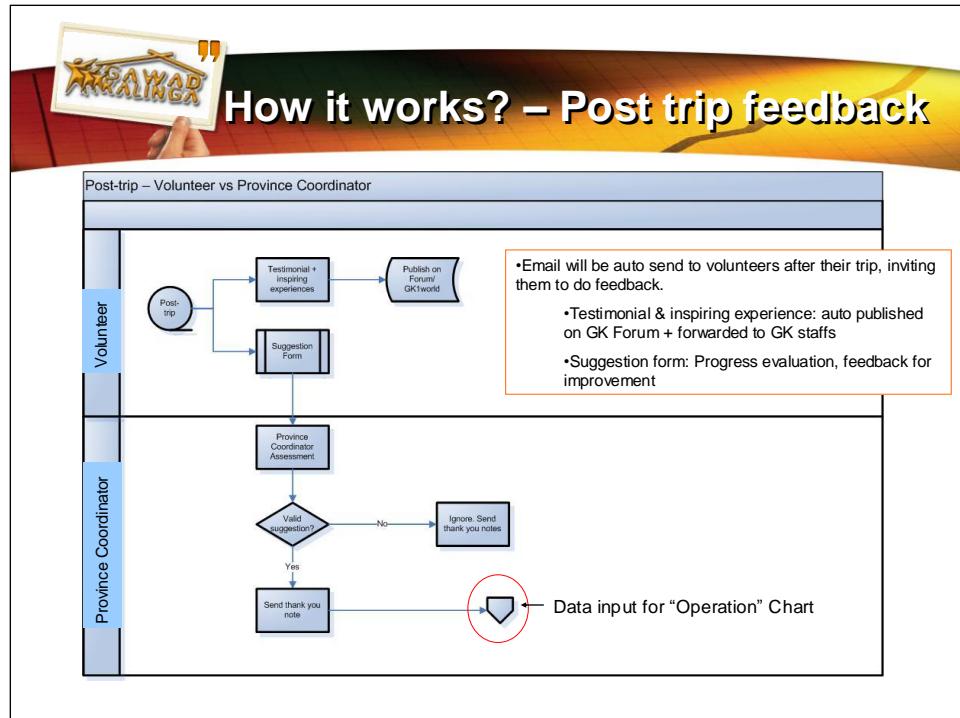
- Automatically generated based on information filled in by volunteers and similar itinerary of other groups in the past
  - Time arrive, length of stay
  - Venues
  - Suggested schedule for each day
    - **Basic activities** (e.g: 1<sup>st</sup> day – site tour, 2<sup>nd</sup> day: empowerment, 3<sup>rd</sup> day: construction safety training)
    - **Personalized activities:** allow volunteers to choose from a pool of activities and customize timing for themselves



## How it works? – Registration

❖ Province Coordinator Assessment

- Schedule matching: match the tentative itinerary submitted by volunteers and their team's schedule
  - If matched: update their team's schedule (shared by people in the same team, stored in the database), inform related parties (caretakers, villagers...), send confirmation to volunteers
  - If not matched: suggest modification and send back to volunteers.





## Potential Risks

- ❖ Require IT training for GK coordinators & their frequent accessibility to Internet
- ❖ Cost of creation & maintenance of the website
- ❖ Preference of direct contact to online communication



## **Appendix 3: Survey for GK Club in NUS**

We are a group of final year students from NUS Business school doing Consulting Practicum project on Volunteer Management for Gawad Kalinga- a Philippine NGO. This survey is purported to assess awareness of students about poverty in the Philippines and the need to set up a GK Club for NUS students.

### **A. Awareness of Poverty Eradication Efforts in the Philippines**

1. According to CIA, people living on less than USD 2 per day are considered to be below the poverty line. Do you know what the proportion of people living below the poverty line in the Philippines is?

10%

20%

30%

40%

No idea

2. Have you heard of any poverty eradication efforts in the Philippines?

Yes, please specify

No

3. Do you think that efforts by NGOs (eg: Red Cross, UN, Habitat for Humanity, etc...) can reduce poverty?

- Yes
- No, why?

4. Would you be interested in being part of the poverty eradication efforts in the Philippines?

- Yes
- No

5. Are you part of any poverty eradication organizations? If Yes, please specify.

- Yes
- No

6. Do you think a poverty eradication club in NUS will benefit the students?

- Yes
- No

7. If such poverty eradication club is established in NUS, please rank the following activities based on its importance to you

- Leadership training
- Experience sharing session
- CSR Unplugged
- Project brainstorming

8. Do you have other suggestions besides the activities listed above?

#### **B. Awareness of Gawad Kalinga**

9. Have you heard of Gawad Kalinga (GK)?

Yes

No

10. GK is a non-profit organization that aims to eradicate poverty in the Philippines.

Would you be interested to be part of this effort?

Yes

No

Undecided as I have little information about GK

11. GK organizes immersion trip to the Philippines for volunteers who are keen in making a difference. Would you like to participate in this immersion trip?

Yes

No

Undecided as I have little information about GK

12. If an NUS GK club is established and one of its mission is to raise awareness among NUS students and to disseminate more information about the immersion trip, would you be interested to join?

Yes

Maybe

No, please specify why.

**Thank you for your time and efforts to help us completing this survey!**

## **Appendix 4: Survey for Evaluation of the current arrangement for Immersion Trip and Evaluation of GK VIP Prototype**

Thank you, once again for participating in our survey. In this second survey, our team hopes to garner your evaluation of the GK VIP prototype that aims to facilitate the registration and bookkeeping of the international volunteers for GK. Your response is greatly appreciated.

### **A. Awareness and Level of Interest in GK**

1. How did you know about GK?

- GK Websites
- Schools and Clubs
- Friends
- Organizations and volunteers
- Others: Please specify.

2. From the immersion trip to the Philippines, do you think you have benefited?

- Yes
- No

3. Please indicate your opinion on each of the following statements:

Very

Very

unlikely

Unlikely

Undecided

Likely

likely

Would You recommend your friends to join the GK

immersion trip?

How likely are you to go back to volunteer for GK back

in the Philippines?

Would you like to share your experiences from the

immersion trip to people who will be going?

Do you think a GK club in NUS for NUS student will

benefit GK as well as our club members?

If there is a GK club in NUS, are you willing to join the

club?

4. Besides your current or past projects with GK, do you have any further projects in mind for

GK?

Yes

No

5. If a NUS GK club were established, rank the following activities based on its importance and benefits to the students and the club?

- Leadership training
- Project brainstorming
- CSR Unplugged
- Experience sharing session

6. Besides the above activities for NUS GK club, do you have any other suggestion?

**B. Arrangement of Your Immersion Trip - for evaluation of current practices**

7. How long does it take the coordinator to get back to you regarding your application?

- Less than 1 week
- 1-2 weeks
- More than 2 weeks

8. How many meetings have you scheduled with the coordinator to prepare for the immersion trip?

- Less than 3
- 3-5
- More than 5

9. On average, how long does each meeting take?

- Less than 1 hour
- 1-3 hours
- More than 3 hours

10. Please indicate your opinion on each of the following statements:

Strongly		Strongly		
Agree	Agree	Neutral	Disagree	Disagree

You received prompt reply from coordinator regarding  
your application

<input type="radio"/>				
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You can easily make appointment with the coordinator

<input type="radio"/>				
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The number of meetings needed to schedule your  
immersion trip is reasonable

<input type="radio"/>				
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The duration of every meeting is reasonable

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

You can easily customize your itinerary to your  
convenience

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

You did not have to adjust your itinerary many times

<input type="radio"/>				
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

You received sufficient information regarding your  
immersion trip prior to departure (project types, visiting  
sites, voluntary activities...)

<input type="radio"/>				
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Strongly  
Agree Agree Neutral Disagree Strongly

You were given contact details of coordinators in case of emergency

You received advice from volunteers who went on immersion trip before

You received advice on legal issues and safety practice from the coordinator before going to immersion trip

You were given assistance from the coordinator regarding arrangement of transportation

You were given assistance from the coordinator regarding arrangement of accommodation

You think that the current arrangement for your immersion trip is good enough

### **C. Evaluation of GK VIP Prototype**

11. In your opinion, does the website accelerate the process of registration for GK immersion trip?

Yes

No

12. Through the GK VIP, do you have better understanding of the projects available?

Yes

No

13. Based on the information available, do you think you made a better decision of projects to participate in?

Yes

No

14. Do you think the GK VIP is user-friendly?

Yes

No

15. In your opinion, does the GK VIP help to improve the efficiency of the current procedures of the GK coordinator? ie: Manual registration and meetings with the coordinator.

Yes

No

#### **D. Further improvements and enhancements of GK VIP**

16. What other features should be included in the website? (you may tick more than one)

Transportation arrangements

- Flight information and promotion for GK volunteers
- Accommodation information (family host, partner hotels) and promotion for GK volunteers
- Buddy system: Registration for a buddy in the Phillipines
- Itinerary Planning
- Others: Please specify

17. If a story about your GK journey is published and shared on our website, do you feel more empowered to continue with GK in the future?

- Yes
- No

18. What other improvements should be made to the GK VIP prototype?

**Thank you for your time and responses. With your valuable inputs, we hope to improve our GK VIP system to embark on the journey to better serve the community.**

## **Appendix 5: Interview with GK Coordinators - Mr. Paolo Domondon and Ms. Roma Padua**

<b>Date</b>	9 <sup>th</sup> April 2010
<b>Duration</b>	10.30am – 12.30am
<b>Venue</b>	Orchard Road, Wheelock building, Starbuck
<b>Participants</b>	7. Paolo Domono 8. Roma Padua

### **INTERVIEW QUESTIONS**

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#### **A. Functionality:**

##### **1. Coordinator management**

- What do you think about this feature?

##### **2. Volunteer management**

- For volunteers' profile page, does it capture enough information of volunteers?
- What do you think about the "Volunteer Profile Exporting" feature?
- What are the missing fields that you think should be included in the excel file?
- Columns K to Q show volunteers' preferences for their immersion trips. Do you think this information is necessary? Do you have any suggestions to improve this (add in more or delete some of the choices)?

##### **3. Team management**

- What are the additional team particulars that should be included?
- How do you find the Team ID idea?

##### **4. Project management:**

- Project listing: How do you want to rearrange and categorize the project list (according to site, or program or leave it like this)?
- Is the function “make unavailable” useful? Do you want to automate this function in the future (eg: when there’re more volunteers registering for some certain project, the website will automatically make it unavailable).
- Project information “More information”:
  - o Do you want to add in any box for new projects uploaded?
  - o Do you prefer to copy and paste project description to the box like this or browse and choose to upload the file from your computer?
- Download project list: what do you think of this feature?
  - o Does the Excel file contain sufficient information?
  - o What is the additional information you want to include in the excel project list file?
  - o Do you have any suggestions to improve the file format? (arrangement, headings, other formats like doc, pdf, txt)?
- This is the most important function, do you have any suggestions to improve?

## 5. Feedback management:

- Do you want to monitor the feedbacks before they are published in the website?
- Do you want to limit the topics of feedbacks?

**B. Benefits:**

1. In your opinion, does the website accelerate the overall process and will it be able to reduce your workload?
2. How will it facilitate your work?
3. Is it more convenient to use the website instead of manual update and face-to-face meetings with volunteers?

**C. Ease of use:**

1. Do you think the GK VIP is user-friendly? Easy to navigate?
- 2 . Do you have any suggestion (layout, graphic display, help function)?

**D. General evaluation:**

1. Generally are your opinions about the prototype?
2. What are the features that you like?
3. What are the features that you want to remove?
4. What are the features that you want to add on?
5. Do you have any concerns? (i.e. worry about the website going down, troubles in accessing internet, worry that volunteers are not going to use...)
6. If this prototype is developed to full scale, do you prefer to use the website rather than normal/manual current process?

## **Appendix 6: Focus Group with BNB Group in NUS**

<b>Date</b>	1 <sup>st</sup> April 2010
<b>Duration</b>	3pm – 5pm
<b>Venue</b>	Hon Sui Sen Memorial Library, Discussion room
<b>Participants</b>	<ol style="list-style-type: none"><li>1. Yip Kai Wan</li><li>2. Esther Peh Su Ling</li><li>9. Teow Hong Jun Jasper</li><li>10. Fabian Tan Hui Ming</li><li>11. Wang Jiaquan Norman</li></ol>

### **FOCUS GROUP QUESTIONNAIRE**

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#### **A. Functionality**

##### **1. Registration**

- Form: Does the form capture adequate information? If not, any suggestion

##### **2. Project management**

- What is additional information about projects that you want to know?
- Through the GK VIP, do you have better understanding of the projects available?
- Based on the information available, do you think you made a better decision of projects to participate in?

### 3. Team management

- Join team: Do you think that this function is necessary?
- Team page:
  - o Do you think team wall is useful? (ppl will use it instead of other current communication channels? Email, phone?)
  - o Do you have any suggestion to improve the team page? (Function? Layout?)
  - o Would it help if we have a File server to store inter-team document (similar to IVLE community)?
  - o Would it help if we have Notification function (emails will be automatically sent if you have any activities in the Team wall (post comment, post file)?

### 5. Feedback management

Now, your feedback will be published first and the coordinator can choose to delete.

- Do you think the feedback should be monitored by the coordinator before being published?

## **B. Benefit**

1. In your opinion, does the website accelerate the process of registration for GK immersion trip?
2. In your opinion, does the GK VIP help to improve the efficiency of the current procedures of the GK coordinator? ie: Manual registration and meetings with the coordinator.

### **C. Ease of use**

1. Do you think the GK VIP is user-friendly? Easy to navigate?
2. Do you have any suggestion (layout, graphic display, help function?)

### **D. General evaluation**

3. Generally are your opinions about the prototype?
4. What are the features that you like?
5. What are the features that you don't like? (Difficult to use, no value-added, troublesome, unrealistic?) Why?
6. What are the features that you want to remove?
7. What are the features that you want to add on?
8. If this prototype is developed to full scale, do you prefer to use the website rather than normal/manual current process?
9. If you are given 3 words to describe this prototype, what is your description?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

## Appendix 7: Sourcing for Prototype Developer - Social Media Enterprise Pte. Ltd

## Minutes of meetings with Social Media Enterprise

Date/Time/Venue:	<b>Saturday/ 3rd October 2009/7pm/ Lot 1, Choa Chu Kang</b>
Attendees	<p>1. Pulse Tan, Zack Lim, Zepth Chen - Social Media Enterprise Pte Ltd</p> <p>2. NUS VMP Team</p>
Purpose	To present the storyboard and introduce GKVIP centralized database to Social Media Enterprise Pte Ltd
Meeting minutes	<p>1. We briefly described the desired features and functions of GKVIP centralized database, and how we wanted it to be done.</p> <p>2. After listening to the presentation, the three representatives from Social Media Enterprise Pte Ltd company confirmed to us that GKVIP is feasible and doable. However, to develop the whole system, it would take 1 – 2 years with the help of several professional programmers. Therefore, we decided that in the short-term, we will develop a prototype, which is a simplified version of GKVIP, first and will build up the full version of GKVIP centralized database in the long-term. This prototype will be used as an indicator of how crucial GKVIP is, and as an experiment which results would be useful for the future development of GKVIP.</p>

	<p>3. We checked with them about which features could be included in the prototype. We decided to exclude the itinerary automatic generation function, which would take a long time to develop. Due to time and resource constraint, we came to an agreement that the prototype should only include registration function, project listing and feedback function.</p> <p>4. Social Media Enterprise Pte Ltd would check with their internal coders and project manager to see whether their company can help develop the prototype, which takes 4 – 6 months to develop.</p>
Action plan	<p>1. To write up GKVIP Staff manual and Volunteer manual</p> <p>2. To come up with the criteria to measure the success of the prototype and GKVIP and benchmarks for comparison</p>

Date/Time/Venue:	<b>Monday/ 2nd November 2009/ 7pm/ Vibe City Clementi</b>
Attendees	<p>1. Paolo Domondon - GK Coordinator</p> <p>2. Soh Ju Hu - GKYA President</p> <p>3. Pulse Tan, Zack Lim, Zepth Chen, Rebecca Chen - Social Media Enterprise Pte Ltd</p> <p>4. NUS VMP Team</p>

Purpose	To discuss the plan for prototype with Paolo and Social Media Enterprise Pte Ltd
Preparation	Sent GKVIP “Staff manual”, “Volunteer manual”, “Benchmark for comparison”, “Storyboard slides” and “Measurement” files to Paolo, Juhu and Social Media
Meeting minutes	<p>1. Paolo briefed us on his current volunteer management practice.</p> <p>2. We presented the storyboard, which features the web interface of the prototype and the functions that are feasible through the prototype. We also compared the basic features and functions of GKVIP with those of the prototype.</p> <p>3. Social Media Enterprise went through the materials with Paolo and us, pointing out what can be done and measured for GKVIP and the prototype.</p> <p>4. After checking with their internal programmers and project manager, Social Media Enterprise agreed to help with the development of the prototype for free. They proposed to do the whole GKVIP centralized database as well. However, they had not estimated the time and costs of building up the whole system.</p>

<p>Action plan</p>	<p>1. For Social Media Enterprise:</p> <ul style="list-style-type: none"> <li>• To prepare their proposal for the prototype as well as the whole centralized database – GKVIP</li> </ul> <p>2. For NUS VMP Team:</p> <ul style="list-style-type: none"> <li>• To follow up with Social Media Enterprise</li> <li>• To check on available resources and potential subsidy for the development of GKVIP</li> </ul>
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Date/Time/Venue:	<b>Friday/ 6th November 2009/ 10:30am/ HSSM Library, NUS</b>
Attendees	1. Paolo Domondon - GK Coordinator 2. Pulse Tan, Rebecca Chen - Social Media Enterprise Pte Ltd 3. NUS VMP Team
Purpose	Presentation of timeline and budgeting by Social Media Enterprise Pte Ltd.
Meeting minutes	1. Social Media Enterprise made a presentation of their proposal, which includes the timeline and budgeting for both the prototype and the whole GKVIP website (slides and detailed proposal in APPENDIX). The total costs of GKVIP development proposed was over \$S 25,020.  2. Paolo and we made comments on their plan. Paolo informed that GK had already done with budgeting plan at the beginning of the year;

	<p>therefore, it would be impossible to ask for subsidy at this time.</p> <p>3. After the two representatives of Social Media Enterprise left the discussion room, we discussed with Paolo and decided that we would probably not hire Social Media Enterprise for the whole centralized database because of budget constraint. However, if they still wanted to help us build up the prototype for free, we would let them do.</p>
Action plan	<p>1. For Social Media Enterprise:</p> <ul style="list-style-type: none"> <li>• To send the detailed proposal and budgeting plan</li> </ul> <p>2. For NUS VMP Team:</p> <ul style="list-style-type: none"> <li>• To read up and re-consider the proposal</li> <li>• To arrange another meeting with Social Media Enterprise in order to inform them of our decision</li> <li>• To check with them whether they are still keen on helping us with the prototype development</li> </ul>

Date/Time/Venue:	<b>Saturday/ 5th December 2009/ 2:00pm/ Far east Plaza, Orchard</b>
Attendees	<p>1. Paolo Domondon - GK Coordinator</p> <p>2. Pulse Tan, Zack Lim, Zepth Chen - Social Media Enterprise Pte Ltd</p> <p>3. NUS VMP Team</p>
Purpose	To discuss the plan and revise the timeline for the prototype
Meeting minutes	<p>1. Paolo officially announced our final decision not to accept the proposal. He also informed us that there would be a GK team to work on the centralized database. Since this process would take at least one and a half years, developing and putting the prototype in use would facilitate and speed up the development process of the ideal website.</p> <p>2. We explained the benefits that Social Media Enterprise would get if they helped us to do the prototype. Firstly, we would recognize their company name in our project report and GK website. Secondly, according to Paolo, IBM showed their interest to help GK to build up the centralized database. Therefore, if the prototype were in use, our team, together with Social Media Enterprise would present our results to them in June. That would enhance the company's reputation and public relations.</p> <p>3. Social Media Enterprise promised to help us to develop the prototype and finish by the end of January 2010.</p>

Action plan	<p>1. For Social Media Enterprise:</p> <ul style="list-style-type: none"> <li>• To check with their programmers, set and send us the revised timeline</li> <li>• To work on the prototype in December 2009</li> </ul> <p>2. For NUS VMP Team:</p> <ul style="list-style-type: none"> <li>• To provide them with the data needed for the prototype</li> <li>• To monitor the progress of the prototype development</li> </ul>
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Date/Time/Venue:	<b>Friday/ 6th February 2010/ 10:30am/ HSSM Library, NUS</b>
Attendees	1. Pulse Tan - Social Media Enterprise Pte Ltd  2. NUS VMP Team
Purpose	To monitor the progress of the prototype development
Meeting minutes	1. Social Media Enterprise updated us on the progress and asked for an extension of the previously proposed timeline. Due to some personal problems with their company's coder, the prototype was still in progress. However, they could not specify the estimated time when they would be able to finish developing the prototype.  2. We discussed the options of hosting the prototype online with Social Media Enterprise. We agreed to host the prototype on a monthly basis and Social Media Enterprise would bear the cost of hosting online.

<p>Action plan</p>	<p>For Social Media Enterprise:</p> <ul style="list-style-type: none"> <li>• To speed up the process and finished up the prototype by the end of February</li> </ul> <p>For NUS VMP Team:</p> <ul style="list-style-type: none"> <li>• To continue to closely monitor the progress</li> <li>• To follow up with Social Media Enterprise and push them to speed up the prototype development process</li> </ul>
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Date/Time/Venue:	<b>Saturday/ 14<sup>th</sup> March 2010/ 3:30pm/ Plaza Singapura</b>
Attendees	1. Zack Lim, Xian Rong - Social Media Enterprise Pte Ltd 2. NUS VMP Team
Purpose	To discuss directly with the new programmer Xian Rong and re-plan for the prototype
Meeting minutes	1. Since Beng, the previous coder was not able to finish GK VIP prototype, Social Media Enterprise introduced a new programmer, Xian Rong, to help us develop the prototype from scratch.  2. We briefed the new programmer on the features and functions of the prototype. We also went into details on the prototype interface and details for each section: how the registration process should flow, what should be included in the excel file exported from the prototype database, how coordinators would be notified of new registrants and so on.

	<p>3. The programmer promised to finish up the prototype by Friday, 20<sup>th</sup> March 2010.</p> <p>4. Budgeting plan for prototype development was also discussed. The total cost of development as well as maintenance is \$S 300.</p> <p>5. We suggested writing using VBA program to write codes in excel which can automate some documenting process for the coordinator. However, since the prototype will be launched soon in one week time, we decided that VBA codes are not necessary.</p>
Action plan	<p>For Social Media Enterprise:</p> <ul style="list-style-type: none"> <li>• To launch the prototype by the deadline</li> </ul> <p>For NUS VMP Team:</p> <ul style="list-style-type: none"> <li>• To provide the coder with inputs including registration form, project details and domain name for the prototype</li> <li>• To check the sources and prices for website host</li> <li>• To corporate with the coder and monitor the progress</li> </ul>

## Social Media Enterprise's quote for developing the full scale version of GKVIP

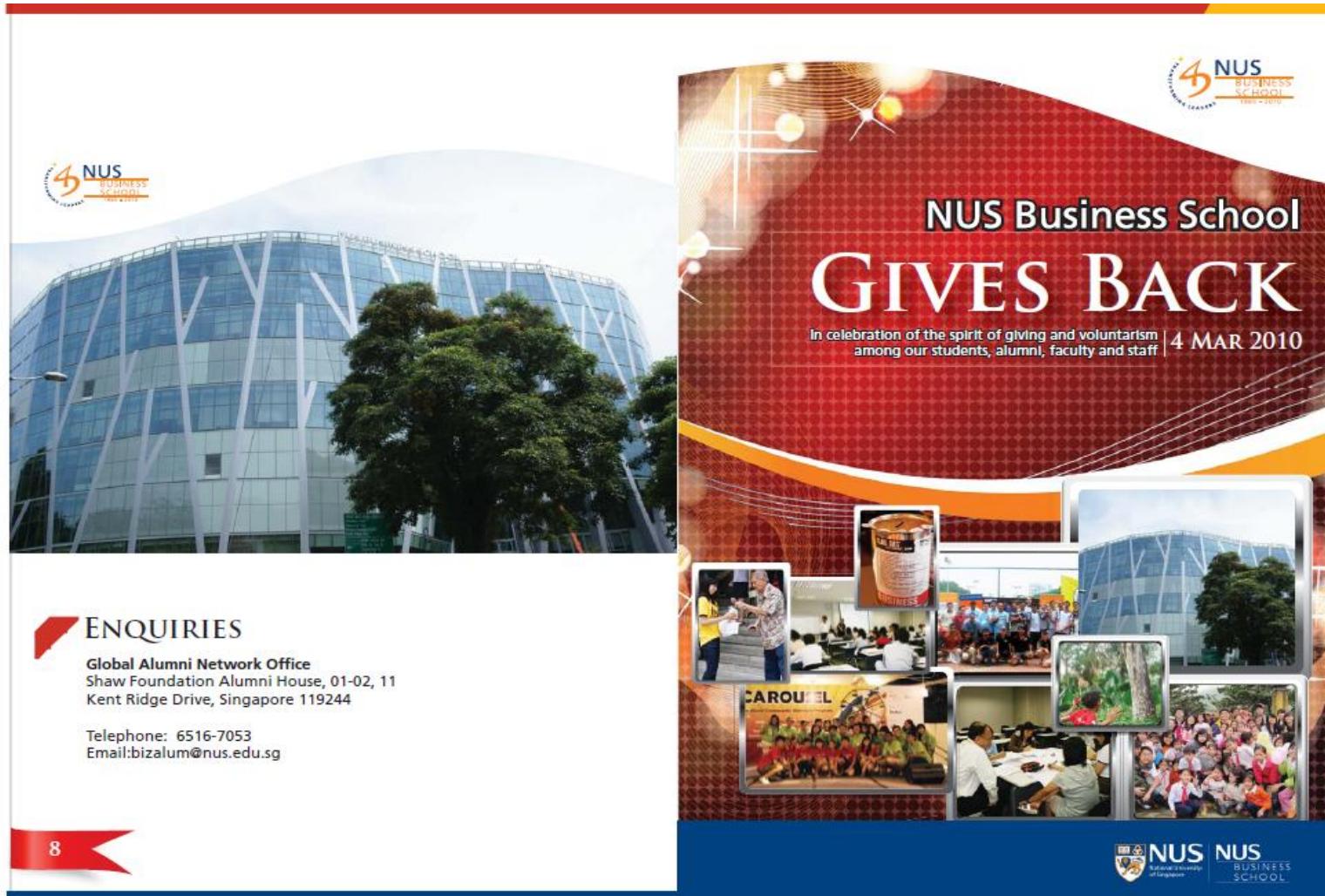
<b><i>Estimated Expenditures (\$25,000)</i></b>					
	Feb 2010 – Aug 2011				
	Feb 2010	Aug 2010	Feb 2011	Aug 2011	Total
<b><i>Manpower (800 man hours)</i></b>	\$15 X 800 = \$12000	\$0	\$0	\$0	<u>\$12000</u>
<b><i>Hardware (VP Servers)</i></b>	\$80 X 6 = \$480	\$480	\$480	\$480	<u>\$1920</u>
<b><i>Hosting Service*</i></b>	\$0	\$0	\$0	\$0	<u>\$0</u>
<b><i>Software (Seam)</i></b>	\$0	\$0	\$0	\$0	<u>\$0</u>
<b><i>Development Tools (Apache, mail server)</i></b>	\$0	\$0	\$0	\$0	<u>\$0</u>
<b><i>Peripheral Prerequisites for server administration (Cpanel, Mail server, 100 man hours needed)</i></b>	\$15 X 100 = \$1500	\$0	\$0	\$0	<u>\$1500</u>
<b><i>Weblog maintenance (30hrs over 6 months)</i></b>	\$10 X 30 = \$300	\$300	\$300	\$300	<u>\$1200</u>
<b><i>Portal maintenance (48hrs over 6 months)</i></b>	\$10 X 48 = \$480	\$480	\$480	\$480	<u>\$1920</u>
<b><i>Mail server maintenance (30hrs over 6 months)</i></b>	\$10 X 30 = \$300	\$300	\$300	\$300	<u>\$1200</u>
<b><i>Database maintenance (48hrs over 6 months)</i></b>	\$10 X 48 = \$480	\$480	\$480	\$480	<u>\$1920</u>
<b><i>VPS tech maintenance (48hrs over 6 months)</i></b>	\$10 X 48 = \$480	\$480	\$480	\$480	<u>\$1920</u>
<b><i>Web Security: anti-spam, protection against DDoS, port scanning (36hrs)</i></b>	\$10 X 36 = \$360	\$360	\$360	\$360	<u>\$1440</u>

**\*Notes**

- The overall cost per manhour during development is \$15 per hour. This is calculated by having 1 internal coder (at \$11.5 per hour) and 2 freelance coders (at \$16.75 per hour). As promised we'd internalise what costs we can.
- During maintenance phase we will charge \$10 per man hour for any maintenance. What is slated in the budget is the projected time requirements and allocation for each component of the project.
- Hence, any additional large scale maintenance will be separately calculated.
- There is a need to acquire a Virtual Private Server in order to build the VMS. This is because, the server will be coded on Java Enterprise Platform, running on the JBoss Seam framework. Including memory requirements for running this framework, mail servers, control panel will add up to about 1GB of RAM memory, which exceeds the specifications of our own hosting servers, which is why we have to make a purchase for this.
- Of course, hosting costs and basic web security will be sponsored by us.

**Grand Total Expenditure****S\$25,020**

## Appendix 9: NUS Give Back Flyer



The image shows a flyer for the NUS Business School's "GIVES BACK" event. The top half features a large, modern glass building with a curved facade, identified as the NUS Business School building. The bottom half contains text and several small photographs illustrating various community service activities.

**NUS BUSINESS SCHOOL 1824 • 2010**

**NUS Business School**  
**GIVES BACK**

In celebration of the spirit of giving and volunteerism among our students, alumni, faculty and staff | 4 MAR 2010

**ENQUIRIES**

Global Alumni Network Office  
Shaw Foundation Alumni House, 01-02, 11  
Kent Ridge Drive, Singapore 119244

Telephone: 6516-7053  
Email: [bizalum@nus.edu.sg](mailto:bizalum@nus.edu.sg)

8

**CAROUSEL**

**NUS** NUS  
National University of Singapore  
BUSINESS SCHOOL

# NUS BUSINESS SCHOOL GIVES BACK

4 MAR 2010

In celebration of the spirit of giving and voluntarism among our students, alumni, faculty and staff

The following are some of the projects initiated by the School, our students and alumnii in 2009.

## SCHOOL

### Establishment of Centre for Social Entrepreneurship and Philanthropy

In August 2009, the Centre for Social Entrepreneurship and Philanthropy (CSEP) was established with a donation of \$51.5 million from the Mrs Lee Choon Guan Trust Fund. Besides being involved in research and education in social entrepreneurship and philanthropy, the Centre is actively engaged in mobilizing human and related resources towards community development efforts. Some key projects CSEP is involved in include the following:

- ① Two teams of BBA (Hons) students are currently working with Gawad Kalinga (GK), a poverty alleviation non-profit organization in the Philippines. One team is helping GK to develop an online volunteer management program. The other team is helping to brand and market a series of bed-and-breakfast businesses developed by various GK villages in the provinces of the Philippines.
- ② A team of BBA (Hons) students organized a national competition, X-Stigma, in 2009, which aimed to destigmatize mental health conditions and psychiatric disabilities. This competition was co-organized by the Institute



of Mental Health's Early Psychosis Intervention Program and Dignity Links. The competition was open to all students in pre-university institutions, polytechnics and universities.

- ③ A team of BBA (Hons) students designed and ran a series of workshops on savings, budgeting and financial planning for low-income families in 2009. These workshops were held with the Tampines Family Service Centre. The project culminated in the development of a board game, Making Sense of Cents, by the student team to educate the gamers on the importance of financial planning.

**"NUS Business School Gives Back is not a self congratulatory exercise. What we do, we hope to inspire many more to come forward to serve and to contribute to the needy in society."**

**Professor Bernard Yeung,  
Dean, NUS Business School**

- ④ Several BBA (Hons) students developed a new handicraft product for the members of Simel Care Centre's sheltered workshop. The members of this sheltered workshop, who are individuals with psychiatric disabilities, were taught how to produce beautifully handcrafted batik-covered notebooks by the student team. These notebooks are currently selling well in various bookstores and giftshops in Singapore.

- ⑤ A team of BBA (Hons) students worked on various projects with the Patient Care Centre (a social service organization that runs various support programs for individuals living with HIV/AIDS) in Tan Tock Seng Hospital. In particular, the team developed new handicraft items for the patient-workers employed by Patient Care Centre's sheltered workshop, and redeveloped Patient Care Centre's pushcart in Tan Tock Seng Hospital.

### Other projects include:

- ⑥ CSEP supports the set-up of 尋迹 ([www.xun-ji.org](http://www.xun-ji.org)), a web portal which aims to raise public awareness of successful social enterprises in China. This project is driven by students in the NUS College in Shanghai and in Fudan University.
- ⑦ CSEP supports the set-up of Social Entrepreneurship Forum (SEforum, [www.seforum.sg](http://www.seforum.sg)), a web portal which lists a comprehensive directory of social enterprises in Singapore. The portal project is driven by a team of NUS students and alumnii.

- ⑧ CSEP conducted a study to determine the feasibility of establishing a social enterprise in Gia Thanh commune, Phu Tho Province, Vietnam, to promote the production of conical hats and other handicrafts. This project also involves the Singapore International Foundation, and Japan International Cooperation Agency.

- ⑨ CSEP supports the setup of GIVE.sg ([www.give.sg](http://www.give.sg)), a web portal that uses social media strategies to promote philanthropic giving. This portal project is driven by a team of NUS alumnii and students.

### Raising funds for Child Aid from sale of "Enterprise 50: The best SMEs in Singapore"

Funds from the sale of the book "Enterprise 50: The best SMEs in Singapore" will be shared between children from Child Aid and needy students of NUS Business School. The book, written by 16 teams of BBAs and published by the school, profiles the success stories of 50 small and medium-sized enterprises who won the Enterprise 50 Awards 2008. It is part of the E50 Educational Project supported by The Business Times, KPMG and SPRING Singapore. To-date, \$57,00 has been raised.

## STUDENTS

### Rag & Flag 2009

Our BBA undergraduates continued in their seniors' tradition by collecting more than S\$70,000 to benefit 20 charities in the annual Flag Day, a long-standing event in NUS where students collect donations from the public by selling flags. In the process, the Club emerged as winners of the NUS President's Shield for Best Total Collection for Faculty Clubs, NUSSU Challenge Shields for Best per Capita Collection and Best Total Coin Collection for Faculty Clubs.

### Project Bring a Smile

Some 300 students in Le Phong Primary School in Quang Nam Province, Vietnam, will be able to access the Internet with 15 new computers donated to the school. The PCs were purchased with funds raised from various charitable organizations by our BBA students. The 23 BBA undergraduates who visited the school on 7 December 2009 also taught the students and teachers how to make use of the Internet. They also gave a fresh coat of paint to all the classrooms and upgraded the toilet facilities.

### Suichuan International Service Project 2009

Twenty NUS undergraduates (including 15 BBAs) and one alumnus were in Sulchuan County, Jiangxi Province, China, on 5 December 2009 to conduct Elementary English and IT lessons over a 12-day period for about 600 students and 30 teachers from the NUS-Shatian Hope School and another village school. The group also raised S\$10,000 and purchased seven desktops, books and daily necessities for the schools.



Rag Day 2009

### Project Carousel 2009

A first-ever local community outreach project "Project Carousel" was launched on 28 March 2009 by the NUS BizAd Club. Highlight of the Project was a race patterned after the TV hit "Amazing Race". The event saw some 80 BBAs spending a day with 150 underprivileged children from four non-profit organizations for a time of fun and learning within the confines of the Singapore Zoo. The Project also raised \$905 for the Movement for Intellectually Disabled of Singapore (MINDS).

### Futsal Fury

This is a mini football tournament between corporate partners and MBA students held on 14 February 2009. It was organized by the MBA Social Impact Club and raised S\$1,500 for the Patient Care Centre, a community-based hospital looking after the needs of patients with HIV Aids, under the Tan Tock Seng Hospital Community Charity Fund.



### CSR Kaleidoscope – Conference for Corporate Social Responsibility

The MBA Social Impact Club hosted CSR Kaleidoscope 2009 in October 2009, the first conference on corporate social responsibility (CSR) put together by our MBA students. The conference was targeted at MBA students in all the major business schools in Singapore, with the aim of exposing them to the impact of CSR on firms and organizations. The conference is the School's attempt to provide a holistic educational perspective on corporate governance to students. The event was attended by 200 students from the various business schools in Singapore.

## ALUMNI

### YMCA-NUS Business School Volunteer Service Management Program (VSMP)

Started in 2007, the VSMP Program is a collaborative effort by the School and the NUS Business School Alumni Association (NUSBSA). Now into its sixth run, it aims to build management capability in the local voluntary welfare sector. Faculty members serve as lecturers and alumni as facilitators. To-date, 210 participants from 51 VWOs have undergone the program.



YMCA-NUS Business School Volunteer Service Management Program (VSMP)

### NUS-SPRING-SBF Business Advisors Program (BAP)

The BAP program was launched in July 2009 to match alumni affected by the financial crisis with small and medium-sized enterprises (SMEs) on short-term projects. It is spearheaded by NUSBSA and supported by the MBA Alumni and Mandarin Alumni associations. Funding amounting to \$5740,000 are provided by SPRING Singapore. Some 230 alumni and about 90 SMEs have signed up for the program. About 15 projects are currently in place.



NUS-SPRING-SBF Business Advisors Program (BAP)

### NUS Hope Primary Schools in China

Three schools were built, and one more upcoming, utilizing donations worth RMB 2.5 million contributed by our alumni in China. The schools will cater to 656 students in various remote parts of China. The four schools include:

#### ● NUS Shatian Hope School (新加坡国大沙田希望小学) in Jiangxi Province

The School, with 350 students, was officially opened in September 2008 with a RMB 300,000 donation by the NUS Business School Southern China Alumni Network. Twenty undergraduates visited the school in December 2009 for a cultural exchange with the students.

#### ● NUS Qingshan Hope School (新加坡国大青山希望小学) in Sichuan Province

NUS Qingshan Hope School in Sichuan Province was completed in December 2009 with a RMB 1 million gift by the 15th batch of the Asia-Pacific Executive MBA - Chinese (APEX-C) program. The class also donated 200 sets of winter-wear, sneakers, stationery and 1,000 books to the 162 children

#### ● NUS Hanpo Hope School (新加坡国大寒坡希望小学) in Hunan Province

Alumni from the 16th Intake of APEX-C were in Hunan Province in December 2009 to witness the opening of the NUS Hanpo Hope School. The school was built with a RMB 500,000 donation from the class. About 144 children will benefit from the improved amenities.

#### ● Proposed NUS Hope School in Sichuan Province

Another Hope School is slated to be built in the earthquake area of Sichuan Province. Alumni from around China donated close to RMB 750,000 to help in the rebuilding program.

### Proposed Living Hope School in India

When alumni from the NUS-UCLA EMBA Class of 2009 were having their fourth program segment in Bangalore, India, in February 2008, they visited the Living Hope Children's Home. Touched by the good work of the home, they presented a financial gift to the home as a graduating class gift.

Currently, the alumni are working closely with our BBA (Hons) students to scope out a project to help improve operations in the school.



Living Hope School in India



OUR GROUP WOULD LIKE TO EXTEND OUR GRATITUDE TO:

PROFESSOR ALBERT TEO FOR HIS PATIENCE AND GUIDANCE

TITO TONY MELOTO FOR HIS INSPIRATION AND ENCOURAGEMENT

PAOLO DOMONDON FOR HIS GUIDANCE AND FEEDBACK

☺ AND OTHERS WHO MADE THIS WHOLE EXPERIENCE ENJOYABLE ☺